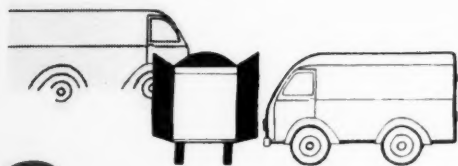


# *Starchroom* Laundry Journal

A REUBEN H. DONNELLEY PUBLICATION

First in the Laundry Industry Since 1893



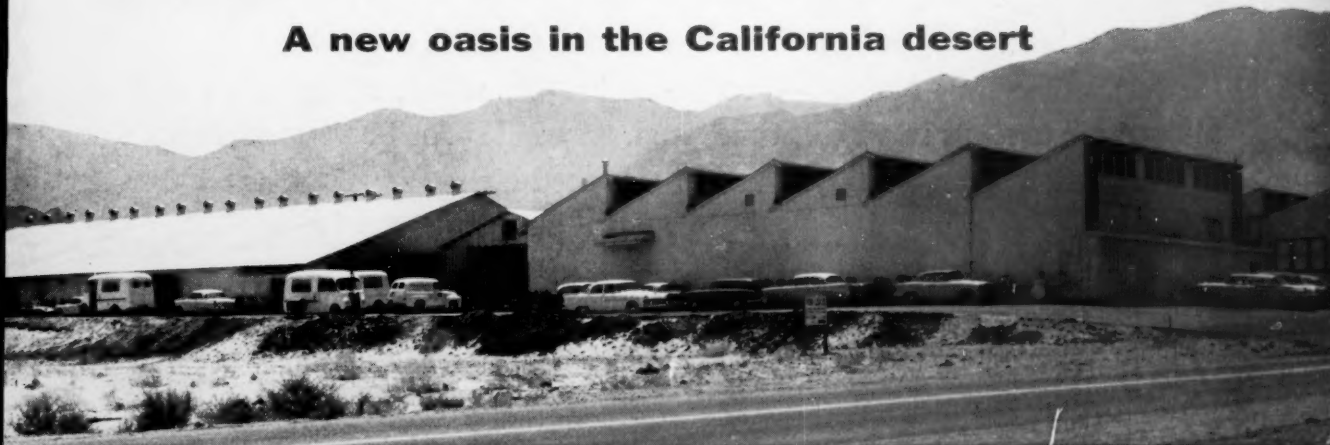
## **3 VIEWS OF TRUCK OPERATIONS**



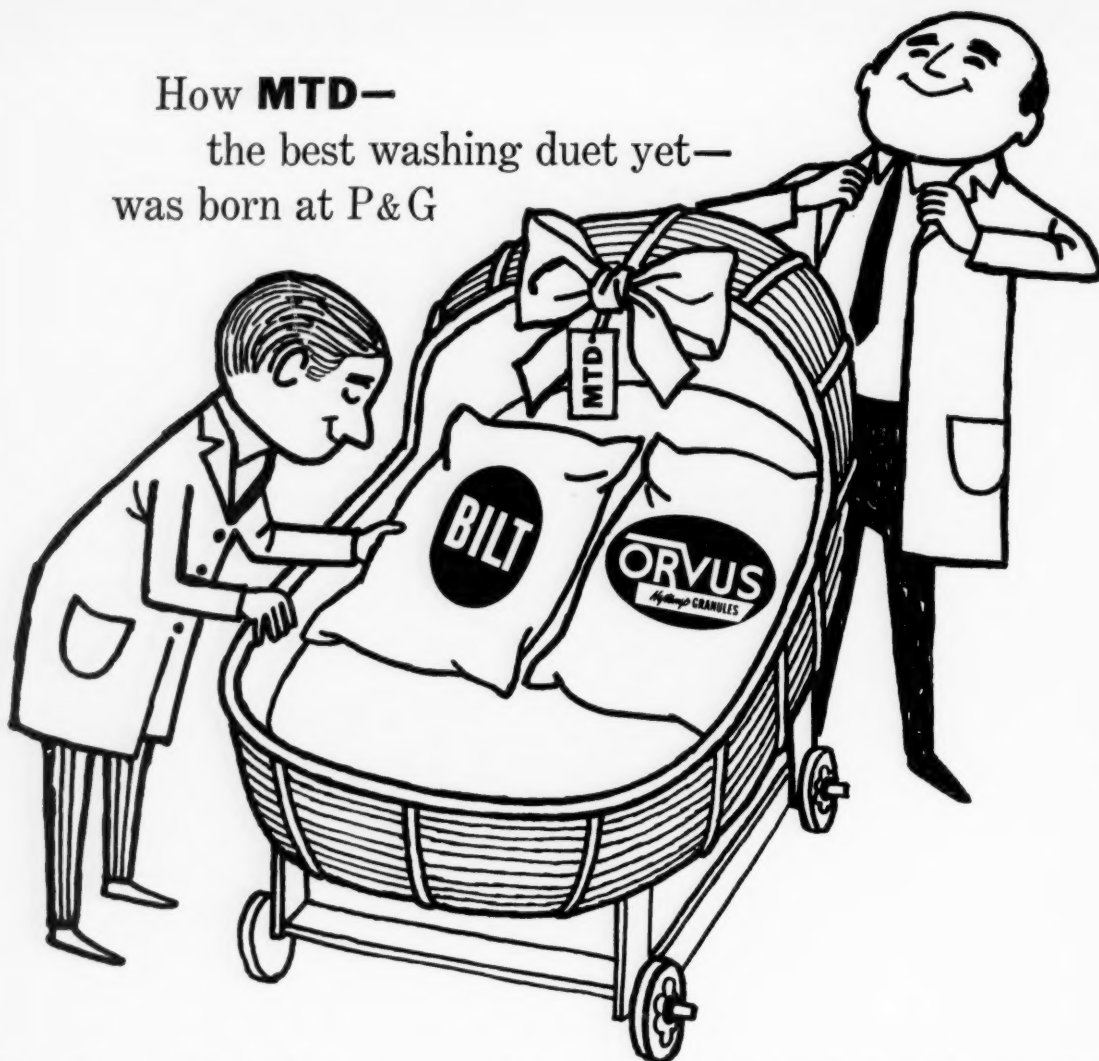
NOVEMBER • 1959

## **WASTELAND TO WASHLAND —**

**A new oasis in the California desert**



How **MTD**—  
the best washing duet yet—  
was born at P&G



After long study of both soaps and detergents, Procter & Gamble scientists established that each type had its own special washing abilities. "Why not," they reasoned, "combine them to get the best of each?" The result was Matched Team Detergency (MTD)—the most efficient washing system ever devised. Bilt, a high-powered soap-base break, joins Orvus Hytemp Granules, a complete high-temperature synthetic detergent, to form the team. Because they have been designed to work together, they catch every kind of soil in a "crossfire cleaning action"—producing bright, white, really clean washes along with savings in water, time, fuel. Try MTD for 30 days and you will agree it offers everything you need for a good laundry operation!

For more information and the distributor's name nearest you, write

*Procter & Gamble*

Bulk Soap Sales Dept., Box 599, Cincinnati 1, Ohio



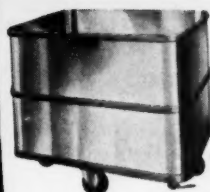
# BISHOP Laundry WORK-SAVERS

Cut costs — boost production and profit



## BISHOP Leak-Proof Laundry Flexible Hose

Bronze . . . Trouble free. No packing . . . No leaky joints. Available in sizes to fit all makes and models of laundry and drycleaning presses.



## BISHOP Lifetime STAINLESS STEEL TRUCK TUB

Made of stainless steel. No rust, corrosion. In 3 sizes: B2-5 (-2) 22" x 34" x 25" deep; B2-13 (-3) 26" x 36" x 25" deep

## STARCH COOKERS

All copper, double-walled permanently insulated. In 3 sizes: (15-gal.) B3-2, (25-gal.) B3-5, (50-gal.) B3-11.



## BISHOP SUPER SPRAY BOOSTS PRODUCTION

Fits every hand smoothly, comfortably. Just grab it, squeeze it! Instant action! Lightest . . . Fastest . . . Easiest to operate!



## LIQUID SOAP MAKER

Saves time and supplies. Galv. steel in 3 sizes: (30-gal.) B6-1, (60-gal.) B6-2, (100-gal.) B6-3.

## BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown): #3, #22, #52 heads, spray iron, spray gun.

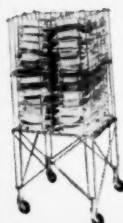


## BISHOP 3-SHELF TRANSPORTER

Model B29-11

For finished work. 26" wide x 18" deep x 64" high.

## BISHOP SHIRTRANSPORTS



Cut handling  $\frac{3}{4}$ ; fold up to save space. All steel. In 2 sizes: B29-50 (for 50 shirts); B29-100 (100 shirts).

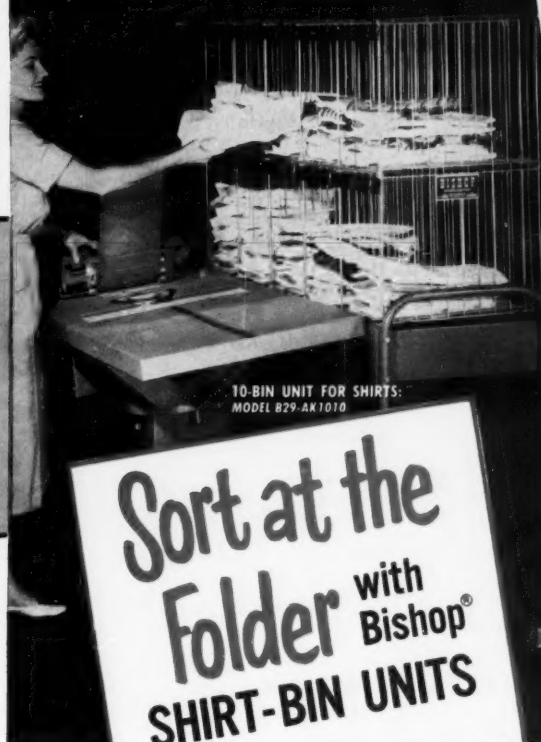
## REVOLVING SORTER

50 bins in arm's reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip. No. B26-10.



# SAVE \$1,000 PER YEAR

PER  
SHIRT  
UNIT



10-BIN UNIT FOR SHIRTS:  
MODEL B29-AK1010

# Sort at the Folder with Bishop® SHIRT-BIN UNITS

- Eliminate cost of separate sorting
- Cut mix-ups, losses, service delays
- Save plant space, save time
- No reduction in folder's output
- For any plant . . . any lot system
- 10, 15 or 20-Bin Units

ALSO AVAILABLE FOR WEARING APPAREL

# BISHOP® MultiTier™ S-E-C-T-I-O-N-A-L Sorter-Transporter

REMOVABLE  
TOP SHELF

INTERLOCKING  
FIVE-BIN  
SECTIONS

HEIGHT OF  
BASE IS  
ADJUSTABLE



Start with what you need now . . . ADD bins five-at-a-time as your needs increase. These sturdy 5-bin tiers stack and lock securely one on another to form expandable sorting units—movable on wheeled bases, or set on tables.

## FOR SHIRTS —

Each bin 10" wide, 15" high, 18" deep; each tier has black identification strip.

B29-AK1010—10-Bin Unit	.....	\$78.50
B29-AK1510—15-Bin Unit	.....	\$88.50
B29-AK2010—20-Bin Unit	.....	\$118.50
B29-A510—5-Bin section only	.....	23.00
B29-K10—Base and wheels only	.....	22.25

## FOR WEARING APPAREL —

Each bin 13" wide, 15" high, 18" deep; each tier has black identification strip.

B29-AK1013—10-Bin Unit	.....	\$88.50
B29-AK1513—15-Bin Unit	.....	\$108.50
B29-AK2013—20-Bin Unit	.....	\$128.50
B29-A513—5-Bin section only	.....	26.00
B29-K13—Base and wheels only	.....	23.50

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# BISHOP FREEMAN CO.

MANUFACTURERS, EVANSTON, ILL., U.S.A.

# READER'S GUIDE

VOL. 66, NO. 11

NOVEMBER 1959

# Starchroom Laundry Journal

PUBLISHED MONTHLY SINCE 1893

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## Our Favorite Santa

One of the most rewarding aspects of an editor's job is meeting many many fine and interesting people who make up our industry. For example, during the recent New York State Launderers and Cleaners convention, we were particularly happy to make the acquaintance of a Mr. A. A. Bell.

Aside from being the owner of North East Laundry in LeRoy—a town situated between Rochester and Buffalo—Angie Bell also has the distinction of being a professional Santa Claus.

Each year between Thanksgiving and Christmas, you'll find him playing Kris Kringle at a local department store after school hours. And volunteering his services to palsy clinics, children's homes, hospitals and just about anywhere else there's a small heart to be made happy.

He does it because he loves kids and derives a great deal of personal satisfaction in this activity. He especially enjoys winning over the tots who may at first have some fears and apprehensions about the big fellow in the red suit.

We say Angie is a professional because he actually graduated from a Santa Claus school five years ago. The school is located in nearby Albion, New York, and is operated by a personal friend who every year plays Santa Claus in Macy's Christmas Parade. The two-week course delves into child psychology and attracts students from all over the United States. It must be good, because Angie says the oldest of his three sons didn't recognize him in his get-up.—Henry Mozdzer

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8½ x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

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305 East 45th Street, New York 17, N. Y.





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OUTPERFORMS ANY OTHER PRESS COVER

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## LONG LASTING

Guaranteed to last at least 12 weeks  
in actual operation

ALL RESINTEX 100 PRESS COVERS are equipped with a new type draw cord that will last for the life of the cover.

★

RESINTEX 100 is available with SKIRTS or PUNCHED HOLES. Also available by the yard.

**TOUGH** — Stands up under any production schedule.

**FLEXIBLE** — Has plenty of resiliency and "give".

**CONSTANT QUALITY** — Due to quality control, possible because finishing operations are done in our own plant.

**ABRASION RESISTANT** — Tough fibers made tougher by Gibraltar finishing.

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254 — 36th Street, Brooklyn 32, N. Y.

An important message to present and prospective owners of coin-op laundries



**A**lthough the coin-op is considered an "un-attended store," in reality it is attended—*attended by machines*. No other type of store is so thoroughly committed to the "hands" of mechanical equipment as the coin-op.

Make the best selection of equipment, and you will have many of the same advantages as if you had engaged both the most dependable operators and the finest salesmen. With reasonable care, the right equipment will give utterly reliable service. More than that, it will spare your customer from inconveniences and even

new  
"success features"  
for  
coin-ops

offer her the equivalent of *personal considerations* she values in the best conventional stores.

The *right* coin-op equipment converts one-time visitors to regular customers—*builds business* for the owner.

From the outset, the W. M. Cissell Manufacturing Company has been concerned with meeting *all* demands of the coin-op laundry. Customers' desires and pet peeves were analyzed right along with mechanical requirements. The finest engineering talent was employed. The resulting Cissell Coin-Meter Dryers are well known for their trouble-free performance, safety features, and mechanical stability. In fact, the first Cissell Dryer ever sold is still performing its job daily.

And the special customer-appeal features of Cissell Dryers have won recognition throughout the industry. The streamlined beauty of the

**CISSELL COIN-METER DRYERS**

square cabinet, double walls for heat insulation, silent-power drive with separate motors for fan and rotating basket, fast drying, and the smooth no-sag basket which is so gentle to delicate fabrics. These are but a few of the Cissell advantages that have helped build the coin-op business to its present level of success.

**Now we are proud to announce a new major group of "success features" for the Cissell Coin-Meter Dryer**

Now with a turn of the dial your customer selects the correct temperature for drying any man-made fibers, wash-and-wear fabrics, delicate materials and, of course, regular wash.

New built-in sentinels guard operation round the clock: built-in overload protection for each motor, overheat protection for the gas heating unit, air flow protection against obstruction of lint drawer or exhaust duct, fully automatic overcurrent protection—unaffected by temperature and requiring no fuses. Every safety precaution is provided. An automatic back-draft damper eliminates down-drafts that chill dryer or room in cold weather... prevents the recirculation of hot air from one dryer to another or into the room... prevents a blast of hot air into the customer's face.

A big all-metal lint drawer is mounted at a convenient height and does not require locking. The customer easily cleans this for herself, ensuring maximum drying efficiency for each of her loads. The unlocked lint drawer permits the customer to retrieve articles that may escape the basket during a drying cycle.

And, with all these important new features, how much have prices advanced on new Cissell Coin-Meter Dryers? The fact is that *prices have not advanced*. Actually, the new back-draft damper and the built-in automatic overcurrent protection simplifies installation and reduces electrical and exhaust duct work costs. This means that your coin-op laundry can have all these new Cissell business-building advantages at a lower total cost.

However, as a businessman you know that a few dollars of initial cost cannot be the primary factor in buying such crucial equipment as this... you know that quality and not price must be the foremost consideration in the equipment you select. It is the equipment and not the initial cost that builds a successful coin-op business.

Whether considering your dryer equipment individually, or within a "package purchase plan," give full thought to the ultimate service to your customer—what it can do for you in lower installation cost—and what it will do for you in lower maintenance and operating costs. We invite you to compare the Cissell Coin-Meter Dryer, feature for feature, with ANY dryer.

**W. M. CISSELL MFG. CO., INC. • LOUISVILLE 1, KY.**  
Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles  
Foreign Distributors write Export Dept. - Cable Code "CISSELL"

*Consult Your Jobber*

**THE QUALITY LEADER EVERYWHERE**

# NEW PRODUCTS and LITERATURE

## Electric Cabinet Shirt Unit



An electrically heated cabinet shirt unit, patterned after the Forse Body-Master, has been announced by Forse Corporation.

Named the Body-Master Electric, the unit is said to produce an average of 80 to 100 shirts per hour with two operators. The maker says that figures compiled from Body-Master Electric units in operation indicate that the unit compares favorably in heating cost with steam-heated units and in many cases has been more economical.

For information write Forse Corporation, 1500 W. Second St., Anderson, Ind.

## Water Softener Aid

Zeotone, a water softener aid designed to clean and tone up the zeolite or resin bed in commercial or industrial water softeners, has been announced by Calgon Company.

According to the maker, Zeotone contains a specially developed sterilizing agent and a rust inhibitor to protect metal in contact with the salt solution, as well as ingredients which

loosen iron deposits, silt and foreign material trapped in the softer bed. Calgon chemists claim Zeotone is ideal for cleaning and toning up all softeners regenerated with salt. It is said to be equally effective on resinous exchange material and synthetic and natural zeolites, and may also be used to clean up iron removal filters and sand filter units.

Only  $\frac{1}{4}$  to 1 pound of Zeotone is used for each cubic foot of zeolite or resin in the softener. Zeotone is available in 100-pound drums.

For full details write for "Zeotone Cleans Water Softeners" to Calgon Company, Box 1346, Pittsburgh 30, Pa.

## Gingham Gal Vendor



The Gingham Gal vending machine, designed to dispense prepackaged Gingham Gal detergent from one side and bleach from the other, has been introduced by Bass Soap Company.

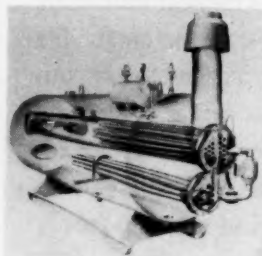
Each package is a divided box with enough supply for two 9-pound washer loads. The detergent is packaged in controlled low or high sudsing in premeasured quantities to prevent overloading.

The vendor is finished in baked enamel. It is wall-mounted and easy to install, according to the company. The machine measures 40 inches

high, 13 inches wide and 7 $\frac{3}{4}$  inches deep.

For more information write Bass Soap Company, P. O. Box 432, Abilene, Tex.

## Indirect Gas Storage Heater



An indirect gas-fired storage water heater with specially designed localized combustion unit has been announced by The Patterson-Kelley Co., Inc.

The new unit, described as a true storage heater combining indirect firing and large-volume heating, features a fluid-to-fluid intermediate heat transfer system for efficient scalefree heating.

Designated the Scalefree heater, the unit is a self-contained package, including electronic controls for safe, quiet, automatic operation without need of a weekly or even monthly inspection.

According to Frank L. Patterson, Jr., company president, the heater operates with any type of manufactured or natural gas. On demand for heat by the thermostat, the burner is ignited electrically and burning gases pass at high velocity through a cylindrical fire tube, exchanging heat through a fin tube exchanger to a heating medium—usually water.

Storage shells or tanks which store the service water are available in 29 sizes, ranging in capacity from 250 to 4,000 gallons. Eight recovery assemblies are available.

For more information write The Patterson-Kelley Co., Inc., 2001 Warren Ave., East Stroudsburg, Pa.

## Ford Truck Line



The 1960 line of light and medium Ford trucks, said to incorporate operating and maintenance economy with greater driver comfort and improved

cab livability, has been introduced by Ford Division, Ford Motor Company.

More than 200 models are available in six series. Among the comfort features offered are: plastic foam seat padding and new vinyl seat trim; improved moisture absorption and breathability in saran and viscose elements; metal coat hooks; inboard visor supports; and larger, more powerful heater motor.

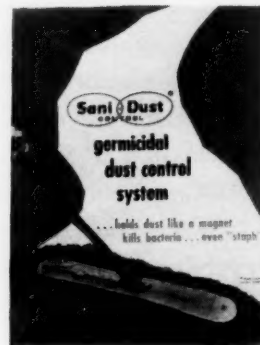
Modern front-end styling includes a new hood and grille, both of which incorporate a horizontal design, rectangular integrated parking lights, twin headlights joined by a chrome bar forming the upper portion of the grille, and a new Ford truck crest on the hood.

Available in the F-100 in the light truck line are locking type differentials and improved brake lining. A wide range of transmissions and axles, and either the six-cylinder economy engine or the V-8 are offered.

The medium truck line offers many of the same advantages and improvements as the lighter vehicles.

For more information write Ford Division, Ford Motor Company, P. O. Box 608, Dearborn, Mich.

## Sani-Dust Brochure



A four-page brochure which tells the full story of the importance of germ and dust control, and offers evidence of the effectiveness of Sani-Dust, has been published by Talb Industries, Inc.

Designed as a marketing aid to help rental suppliers secure germ and dust control customers, the brochure has individualized inserts for mailing to hospitals, retailers and industries. The booklet tells how mops and cloths treated with Sani-Dust pick up and remove dust and dirt, producing a sterile area within 15 minutes after application.

Also noted in the brochure is  
Continued on page 72

## YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.



# AJAX

## Gives you the PRESSURE for the FABRIC

### it's Super Sensitive, Wholly Automatic

AJAX Sensitive Pressure Selector gives the correct pressure for any kind of fabric, immediately upon contact . . . the gauge automatically indicates the pressure.

- Adjusts to Fabric Thickness
- Permits Operator Adjustments And Allowances.

AJAX Sensitive Pressure Selector is standard equipment found on all AJAX DRY CLEANING PRESSES.

THERE'S NO SUBSTITUTE FOR AJAX PRESSES . . .

- Simple and easy to operate — even for inexperienced personnel.
- All Steel Construction Throughout.
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*Ask us why!* AJAX Sensitive Pressure Selector is so vital on a press.

*Ask us how!* AJAX can make your operation smoother, faster, more efficient.

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# balanced

coin-ops

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- Detergent
- Bleach
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in both 5¢ and 10¢ size

Now, pick up  
sales you might  
have missed with  
the new 116  
package 5¢ size  
VEND-MASTER DISPENSERS.



AUTOMATIC  
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SUPPLY CO.,  
SAN ANTONIO,  
TEXAS

SEE OTHER PAGE

## NEWS

From the

## ALLIED TRADES

### Adair, Pattison Join Wyandotte



ROBERT L. ADAIR



JIMMY F. PATTISON

Wyandotte Chemicals Corporation, J. B. Ford Division, Wyandotte, Mich., announces the addition of Robert L. Adair and Jimmy F. Pattison to its Kansas City district.

As a laundry department representative, Mr. Adair offers laundry operators a 13-year rec-

ord of service to the trade, and a close working knowledge of laundry operations.

Mr. Pattison's background includes three years as a laundry manager of plants in Wichita, Kans. He was previously a washman and then route manager of his father's plant.

### Garland Named Sales Manager at Pantex



JOSEPH T. GARLAND

Joseph T. Garland has been appointed to the newly created position of sales manager for Pantex Manufacturing Corporation, Pawtucket, R. I., it was announced by Marvin Green, vice-president.

The new sales manager attended Lafayette College and during World War II served

with the U. S. Navy. He was affiliated with an Albany, N. Y., chemical jobbing firm before joining Pantex earlier this year. In his new post he will be responsible for active administration of the national Pantex sales department.

### Tingue, Brown Acquires Callaway Equipment

Tingue, Brown & Co., New York, N. Y., has acquired the knitted padding equipment and machinery of the Rockweave Division of Callaway Mills, La Grange, Ga. Included in the purchase was Callaway's asbestos equipment and its patents on the metallic tabs used on asbestos flatwork ironer covers.

According to William M. Tingue, president of Tingue, Brown, present inventories of knitted padding and asbestos covers were also acquired by his company in the purchase. The processing and knitting equip-

ment will be moved from La Grange and set up in the company's new mill to supplement present equipment. Production is scheduled to start about January 1, 1960.

Mr. Tingle added that machinery for making the asbestos cover units will be located at the same mill with the padding equipment. However, it has temporarily been set up in the company's Atlanta mill to take care of immediate requirements until the first of the year.

#### Detrex Appoints Romine



ROY T. ROMINE

Roy T. Romine has been appointed chief engineer of the Drycleaning Division of Detrex Chemical Industries, Inc., Detroit, Mich., it was announced by R. A. Emmett, Jr., vice-president.

A graduate of the University of Michigan, Mr. Romine holds a degree in industrial mechanical engineering. He has been assigned to the new Detrex Bowling Green, Ky., plant in charge of engineering research and design.

#### Divco-Wayne Names Dealers



A number of new dealer appointments have been announced by Divco Truck Division, Divco-Wayne Corporation, Detroit, Mich. According to Roy Sjöberg, vice-president and director of sales, the new appointments will provide strong nationwide sales and service representation for Divco multi-stop delivery trucks.

Shown are Mr. Sjöberg, left,

with Ralph Detwiler, president of Roosevelt Garage, York, Pa., in front of the twin-engine Beechcraft plane used by Divco to cover the greatest possible area for dealers.

Included in the recent dealer appointments are: Armbricht Motor Truck Sales, Inc., Youngstown, Ohio; Buckley Mack Company, Inc., Watertown, N. Y.; Diamond T Sales & Service, Inc., Brooklyn, N. Y.; Dickerson GMC, Inc., Roanoke, Va.; Hunt Truck Sales & Service, Inc., Miami, Fla.; McMillen Motor Sales, Toledo, Ohio; Mineola Mack Distributors, Inc., New Hyde Park and Middle Island, N. Y.; Roosevelt Garage, Inc., York, Pa.; Truck Center, Inc., Boston, Mass., and Manchester, N. H.; White-Autocar Distributors, Inc., Green Bay, Wis.; and Transport Equipment Co., Cedar Rapids, Iowa.

#### Hungerford & Terry Advances Levan

Hungerford & Terry, Clayton, N. J., announces the appointment of Edward Levan, Jr., to its Charlotte, N. C., office. He replaces the late Haydn Hungerford who died recently.

Mr. Levan has been with the company's sales engineering office at Clayton for about five years and is well versed in its policies and products.

#### Armour Appoints Sherrill



JOSEPH C. SHERRILL

Dr. Joseph C. Sherrill, formerly assistant technical director of the Industrial Soap department of Armour and Company, Chicago, Ill., has been appointed manager of technical sales for the department.

A graduate of Pennsylvania State University where he received his B.S., M.S. and Ph.D. degrees, Dr. Sherrill joined the staff of Texas State College for

Continued on page 68

#### MAIL FOR FULL INFORMATION

Automatic Service & Supply  
Box 7267  
San Antonio, Texas

Please rush prices, samples, information on LAUNDRY MAID PRODUCTS and VEND MASTER Dispensers.

( ) 5c Size ( ) 10c Size ( ) Both

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City \_\_\_\_\_ State \_\_\_\_\_

**reach**  
... New heights  
in customer satisfaction  
and repeat sales  
with lifetime warranted  
VEND-MASTER  
dispensers.

**NEW LM Laundry Maid**  
Whisking Detergent!

- Detergent
- Bleach
- Starch

Still in the old, familiar  
10c—two washer load—  
Divided Packages.

Sold from  
Coast to Coast  
by distributors and  
ALD, Inc.

# let's get the

*Let's see which washer is really built for punishment and long, trouble-free operation!*

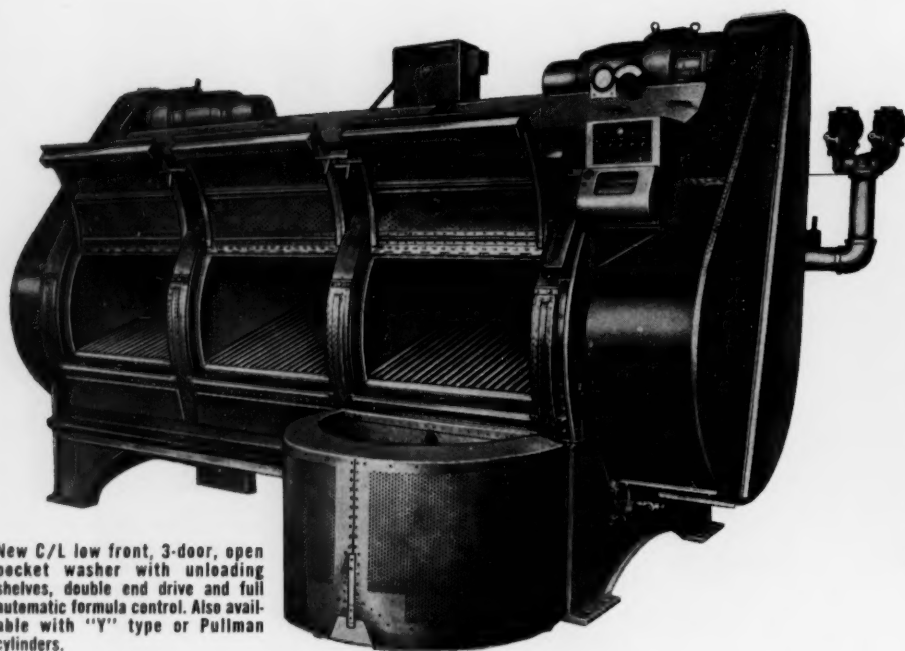
Let's cut through the mass of conflicting, inflated and frequently ridiculous claims! Let's see who really makes the toughest, simplest washer of them all! *No competing washer can match C/L's trouble-free, no-maintenance performance—simply because no other washer is made to the same exacting specifications as the C/L washer.*

At every vital point—where you laundry operators usually experience trouble with ordinary washers—C/L's *superior engineering* gives you exclusive design features...and backs each feature with the famous *C/L Unconditional 5-Year Guarantee!* Examine these photographs care-

fully. Note that C/L's superior construction eliminates all those "props" which many other washers need to shore up inferior or flimsy design. You can judge C/L's superiority not only by its superb exclusive mechanisms—but also by the fact that C/L has eliminated many of the clumsy, time-wasting gadgets which competing machines need and have.

You be the judge: check C/L specifications and design features against competitive makes. Better still, check C/L machines in actual operation in the field. Talk to your fellow laundry men who have C/L washers. Then you decide.

**ASK THE MAN WHO OWNS A C/L WASHER!**



New C/L low front, 3-door, open pocket washer with unloading shelves, double end drive and full automatic formula control. Also available with "Y" type or Pullman cylinders.

**and  
remember,  
C/L  
guarantees  
all vital  
points for  
5 years!**

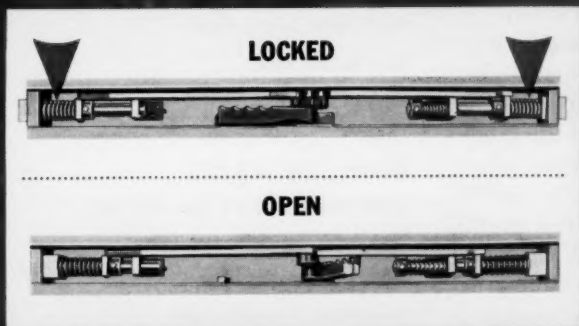
**finest...simplest...most rugged washer ever made!**



**P.S. Important!** *If machines are purchased on deferred payment plan, C/L "carries" its own paper. Your notes stay in our vault until paid! No disinterested third parties to deal with.*



# FACTS!



This is the exclusive patented C/L EVERETTE door lock which makes all other types of lock obsolete. Recognized as the industry's finest, the C/L Lock holds hinged or sliding doors closed by the tremendous pressure of compressed springs (arrow). Competitive locks use weak extension springs in which pressure is lowest when the door is closed—precisely the opposite of what is needed! Only in the C/L EVERETTE LOCK does a simple flip of a single handle lock or unlock the door in a split second. No nuts... no bolts... no washers or crowbars required! Simple... foolproof... time-saving... and only C/L has it! Ask the man who uses the C/L Everette Door!



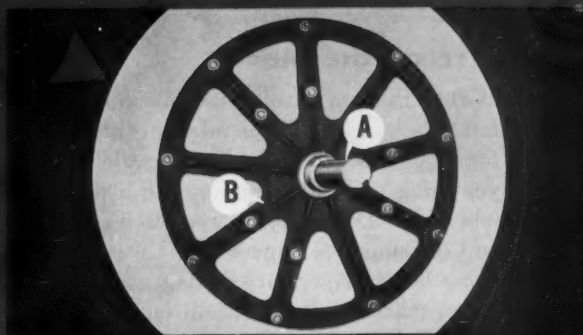
You will note an absence of "reinforcing bands" welded to the vertical cylinder partitions. C/L cylinder partitions need no "reinforcing bands!" They're strong enough by themselves to take the strain and wear produced by constant turning and dropping of huge loads. That's because C/L makes these partitions a full 1/4" thick—almost twice as thick as competitive units.



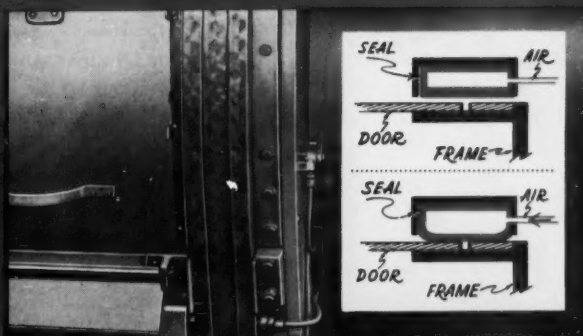
The amazingly rigid patented C/L washer assembly is so strong that no cumbersome center supporting legs are needed. The shell is suspended in a sturdy steel cradle supported by massive steel plates and beams. Result: truly vibration-free operation!



Note carefully the thickness (arrow) of the heavy steel plates which make up the end frames of the C/L washer. These measure up to 3/4" thick, far exceeding all competitive specifications!



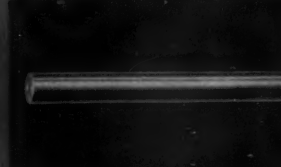
Note that C/L's shaft (A) and transmitter (B) are one piece of cast alloy steel—not bolted together, but, we repeat, ONE PIECE OF ALLOY STEEL solidly fastened directly to the cylinder head by stainless steel connecting bolts set on a wide radius. Torque stress spreads over the entire circumference of the transmitter—is not concentrated close to the shaft as with competing machines. RESULT: trunnion bolts don't shear off! Note, too, that it is not necessary to fasten the C/L trunnion to the ribs. Unlike ordinary washers, the entire C/L cylinder head is of heavy solid stainless steel plate (arrow) not ordinary steel or cast iron covered with a flimsy stainless steel veneer.



Only C/L washers have the patented Automatic Shell Door Pneumatic Seal Air-Lock—a simple, effective, completely automatic system for keeping the shell water-tight. Neoprene tubes (see insert) set on the outside of the shell frame, are automatically filled with compressed air when operator starts washer. Tubes expand against shell doors sealing them perfectly shut. This system has no moving parts to wear, is not subject to deterioration. The cushioning action of the Air-Lock also prevents the shell doors from rattling as cylinder rotates, prevents wear and tear on doors. Far simpler than unwieldy, complicated devices on competitive machines. The Pneumo-Seal Air-Lock (Patent Pending) is standard equipment on all C/L Low front machines at no extra cost.



The patented C/L Seasonic trunnion seal is absolutely leak-proof and corrosion proof. It requires no adjustment. Seals are free-floating, with no troublesome glands, studs or nuts.



The all important C/L Trunnions are cast in one piece of solid alloy steel, and are X-rayed before machining to assure that only perfect castings are used. Broken trunnions just don't happen in C/L washers!

## CUMMINGS-LANDAU

LAUNDRY MACHINERY COMPANY, INC.

1005-17 THE BOYLE RD. BROOKLYN 6, N. Y. • HYacinth 7-1616 • CABLE ADDRESS: "CUMLAMAC"

## Starchroom Editorial

### We're on the Move!

Within the past five years, our company's Magazine Publishing Division has increased from three magazines to ten.

Starting with the so called "textile books" on laundering, drycleaning and rug cleaning, our parent organization—The Reuben H. Donnelley Corporation—has since acquired a group of municipal papers in the wastes, water and fire engineering fields, papers in sporting goods and home economics.

For a complete listing of all our publications see pages 56 and 57 of this issue. (These pages, incidentally, are reprints of the first of a series of company ads now appearing in *Advertising Age*.) We believe these acquisitions are worth calling to your attention because our interests overlap in many areas.

We feel fortunate, for example, in having several qualified engineering editors in the house, who can and have given us the benefit of their wide experience in answering your questions on such matters as water usage and sewer taxation.

Similarly, we owe a debt of gratitude to the editors of the home economics publication for their cooperation in our Guidebook project on the teen-age market.

So you see, just by having these new people on our publishing team we are able to do a better job for you, our readers.

This expansion has resulted in increasing our total staff from 40 people to about 115. This means bigger offices are needed. So, for the many people who lend their talents to producing STARCHROOM, December will be moving month.

After December 4 our main offices will be located at 466 Lexington Avenue, in the heart of Manhattan's Midtown East Side.

Only a few steps up the street from Grand Central Station and not much farther from the East Side Airline Terminal, our location will be "right in the neighborhood" for those of our readers and advertisers who visit or pass through New York.

Won't you make a point, please, of remembering you are always welcome to visit STARCHROOM's offices. Our telephone number (ORegon 9-4000) will remain the same. Do call us.

**Health and hope** are the present you give to millions of needy children throughout the world when you send UNICEF Christmas Cards.

UNICEF, the United Nation's Children's Fund, provides food and medical aid to children of all races and religions; this year more than 45 million are being helped.

One means of raising funds for this worthy endeavor is through the annual sale of greeting cards. Designs for the cards are contributed each year by some of the world's most famous artists.

**The sale of just one box** of 10 cards, priced at \$1.25, can provide 45 children with a large glass of milk for a week. Proceeds from 10 boxes can provide enough sulphone tablets to successfully treat 10 children suffering from leprosy. More than 21 million persons have been cured of yaws, a crippling tropical disease that usually disappears after a 5-cent shot of penicillin.

Won't you help? A descriptive brochure can be had by writing to the U. S. Committee for UNICEF, Greeting Cards, United Nations, New York.

John J. Martin, General Manager

Henry Mozdzer, Editor

Lou Bellew, West Coast Editor

Gerald Whitman, Associate Editor, New York

Harry Yeates, Associate Editor, Chicago

Galina Terr, Managing Editor

Rollin Nelson, Presentation Editor

Joseph C. McCabe, Engineering Editor

Louise Mazza—Ella Hixson, Editorial Assistants

Thomas J. Hanly, Business Manager

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Catherine A. Carroll, Production Manager

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Dave Zander, Los Angeles Representative

William Smith, San Francisco Representative

### VOLUME 66, NO. 11.

Published monthly by the Magazine Publishing Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y.

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**Chicago** Editorial and Advertising Offices, 59 East Van Buren Street, Chicago 5, Illinois. Telephone: WAbash 2-7738.

**West Coast** Editorial Office, 4743 Collis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

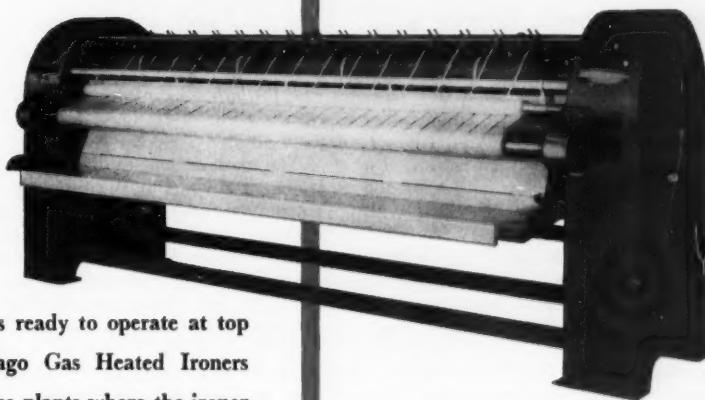
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# *Fast* WARM-UP



**ready to iron in only 10 minutes**

One of the big advantages of Chicago Gas Heated Flatwork Ironers is the fast warm up time. It requires only 10 minutes or less from the time the gas is turned on until the cylinder has reached the normal operating temperature and the ironer is ready to operate at top production. This feature makes Chicago Gas Heated Ironers ideal for store laundries and quick service plants where the ironer is operated intermittently. High capacity burners guarantee fast warm up. Thermostatic heat control assures correct ironing temperature. Clean economical heat is instantly available at all times. No high pressure boiler is needed. Available in various sizes to handle up to 5000 pounds per day.



*Contact your jobber or write  
for information today.*



## CHICAGO DRYER COMPANY

2212 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS



Route operators William Sokol, George Klinefelter, Jr., and Lester Fertman present their observations at the recent Pennsylvania Laundryowners convention

# 3 VIEWS OF TRUCK

## FLEET OPERATIONS

### Part 1 — Truck Leasing

WE ARE THE LARGEST family laundry leasing its fleet in Pennsylvania, and a good many of our industry associates over the years have often asked why we have clung rather tenaciously to this program. In fact, we really pioneered truck leasing at a time when the yellow pages of the telephone book were not filled with leasing companies.

We started 25 years ago with a trucking company which traced its history to livery stable operations and which operated a truck leasing division in conjunction with its freight operation. Two years ago, this was purchased by another Philadelphia firm that is part of a nationwide organization. Thus, we have run the gamut of service by a one-man rental company to a national company operating over 6,000 vehicles.

Pride of ownership is a powerful voice in all of us. We all know the laundry operator who likes looking out the window at his truck fleet; knowing he owns every nut and bolt, every dented fender, and every Pennsylvania title hidden somewhere in the safe. How nice it would be if his sales manager would stop badgering him for new trucks! After all, he bought five new walk-ins four years ago! How many places can his money be spread? Should he use the \$15,000 budgeted for capital expansion in new trucks or for those new presses, which might possibly increase production 14 percent? And thus goes the dilemma.

By **LESTER FERTMAN**

*Cornell Laundry  
Philadelphia, Pennsylvania*

The management of our laundry, as I am sure yours has, constantly devotes every energy to improving production, sales, and controlling costs. One of our strengths is not truck maintenance, and while we have a fleet of 30 trucks, we are not interested in the overhead and headaches going along with them. While trucks are a vital, although incidental, part of our business, we have escaped the liability of supervision, mechanics, inventory and garaging.

Are we paying a premium for this service? I honestly feel our costs are realistic and that we could not provide any more cheaply the equipment and service we get. After all, we know to the penny what it costs us to have a truck on the Philadelphia streets. There is no guesswork. How many of you can honestly tell me what each truck costs him including such factors as the investment, interest, depreciation, licensing, maintaining, repairing, storing, additional equipment costs?

Don't be embarrassed if you can't. There are many operators in this and allied fields who haven't the slightest idea of their truck costs. Using unrealistic depreciation schedules, being gouged by local garagemen repairing their trucks, furnishing gasoline for

half their drivers' personal cars, they scorn the suggestion that professionals can supply trucks more cheaply and better than they. Let's face it; unless truck operations are controlled with the zeal of an Internal Revenue agent on his first big case, we can all lose our shirts—and maybe our customers.

If a leasing company can make a profit (and sometimes they cannot), why can't a laundry operator do the same thing and pocket the difference? The answer lies in the unique specialization of our modern economy. Personally, I don't feel that I can compete with our present truck lessor in purchasing equipment, inventorying parts, hiring mechanics—but I know the laundry and drycleaning business. I'll stick to laundering and drycleaning, and let the leasing company stick to its trucks, in the hope that we both can make a profit; for after all, we both are specialists in highly competitive fields.

Let's suppose, then, that I have convinced you that someone else can run trucks more cheaply than you, that pride of ownership goes deeper than a package of Pennsylvania titles, that used trucks carried on your books for \$700 have a real value of only \$150. You have suddenly discovered the fine fleet parked before your door has become obsolete. After all, book value of equipment and actual cash value are as far apart as your accountant wishes them to be. What does he want to prove?



#### Truck Cost Analysis Chart.

For fair comparison of leasing vs. truck ownership, Mr. Fertman suggests detail costing. Leasing costs Cornell Laundry \$34 per week per truck

You are now thoroughly confused and turn to leasing to solve your dilemma. What are your alternatives?

Truck leasing ranges all the way from full service—including all insurance, fuel, storage, washing, maintenance—to so called net leasing, including only depreciation and interest on the investment. These are pure leases in the strictest sense, for the title to the vehicle stays with the leasing company, and at the end of the lease, ownership remains with the leasing company.

Beware of conditional sales contracts lurking as leases, in which ownership at the end is transferred for a very nominal fee. Internal Revenue looks distrustfully at such devices, for in most respects they take advantage of fast depreciation. Many companies acquiring equipment in this manner have been forced by Internal Revenue to recapitalize their entire investments on a longer depreciation basis. Make up your mind whether you will lease or buy. Have-your-cake-and-eat-it thinking is no more successful today than it ever was.

For the large fleet operator the wholesale lease or limited-service lease is very attractive. This lease faces the fact that there are several functions the lessee can perform as cheaply as the lessor, such as supplying fuel, insurance, storage and washing. Well-controlled drivers working under an active safety program will definitely achieve lower insurance rates, whereas with a large leasing company, this experience is buried with hundreds of less desirable accident experiences. While our own company has operated for many years on a full-service basis, I am inclined to think the limited-service lease has much merit, particularly if the customer can control fuel and insurance items.

Like everything else, leasing is a matter of dollars and cents, and all services provided are reflected in the weekly and mileage costs. Cost of the vehicle depends upon you—as you are the one who decides on make, body, type, standard and extra equipment, engine, transmission, rear axle speed, flares, etc. Each model has a different basic rate, plus a mileage charge.

The advantages of leasing are many:

1. Capital is released for other use.
2. Attractive trucks have advertising value.

Continued on page 17

#### Fixed Expenditures

Per Year

- |                                                                                                                                                        |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1. Total Capital Investment                                                                                                                            | \$ _____ |
| 2. Interest on Investment at 4%                                                                                                                        | \$ _____ |
| 3. Finance or Carrying Charges (if bought on time)                                                                                                     | \$ _____ |
| 4. Depreciation on Trucks                                                                                                                              | \$ _____ |
| 5. Painting and Relettering Signs                                                                                                                      | \$ _____ |
| 6. License Tags and Inspections                                                                                                                        | \$ _____ |
| 7. Property Taxes (city, state and county on all trucks plus equipment used for maintenance of same)                                                   | \$ _____ |
| 8. Fire and Theft Insurance                                                                                                                            | \$ _____ |
| 9. Public Liability and Property Damage Insurance                                                                                                      | \$ _____ |
| 10. Collision Insurance                                                                                                                                | \$ _____ |
| 11. Garage Rent (includes insurance, taxes, maintenance and depreciation of building, and parking space, if owned)                                     | \$ _____ |
| 12. Washing and Polishing (including soap, sponges, wax, chamois, hose, etc.)                                                                          | \$ _____ |
| 13. Uniforms, Overalls, Rags and Laundry                                                                                                               | \$ _____ |
| 14. Garage Labor                                                                                                                                       | \$ _____ |
| 15. Garage Supervision                                                                                                                                 | \$ _____ |
| 16. Office Work, Record Keeping, Stationery, Office Machines and Supplies, Maintenance of Cost Records                                                 | \$ _____ |
| 17. Administrative Cost (truck supervision, handling insurance, investigating accidents, purchasing, interviewing salesmen and scheduling maintenance) | \$ _____ |
| 18. Time Lost Due to Delays From Lack of Substitute or Extra Trucks                                                                                    | \$ _____ |
| 19. Garage and Parking Area, Light, Heat, Water, Telephone                                                                                             | \$ _____ |
| 20. Depreciation of Garage and Shop Equipment, Replacement of Lost or Broken Tools                                                                     | \$ _____ |
| 21. Road Service for Breakdowns, etc.                                                                                                                  | \$ _____ |
| 22. Special Equipment (tarpaulins, heaters, radios, shelves or racks)                                                                                  | \$ _____ |

**Remember in calculating true costs, consideration must be made of Workmen's Compensation Insurance, garage liability insurance, Social Security & Old Age Benefit premium paid management on Group and Health Insurance. Extra help employed during times of vacations or illnesses.**

TOTAL FIXED COSTS \$ \_\_\_\_\_

#### Mileage Expenditures

- |                                                      |          |
|------------------------------------------------------|----------|
| 23. Gasoline Purchased                               | \$ _____ |
| 24. Oil and Grease Purchased                         | \$ _____ |
| 25. Towing and Road Service                          | \$ _____ |
| 26. Tire and Tube Cost, Including Repairs and Recaps | \$ _____ |
| 27. Replacement and Damage Repair Parts              | \$ _____ |
| 28. Repairs Done Outside of Company Shops            | \$ _____ |
| 29. Antifreeze and Tire Chains                       | \$ _____ |

TOTAL MILEAGE COSTS \$ \_\_\_\_\_

TOTAL COST PER YEAR \$ \_\_\_\_\_

COST PER WEEK \$ \_\_\_\_\_

## EASTON LAUNDRIES, INC.

### COST ANALYSIS FOR FLEET OPERATION 11 MONTHS - OCT. thru AUG.

NUMBER OF VEHICLES OWNED	23
NUMBER OF ROUTES	19
AVERAGE NUMBER OF ROUTE WEEKS PER MONTH	83
<b>COSTS PER TRUCK PER WEEK</b>	
GARAGE RENT, LIGHT, HEAT, ETC.	206
GAS & OIL	763
TIRES	154
PARTS & SUPPLIES	218
OUTSIDE REPAIRS, MAINTENANCE & WASHINGS	213
LICENSES & INSPECTIONS	56
OUR LABOR	472
TOLLS & MISCELLANEOUS	—
<b>TOTAL LABOR, OVERHEADS, &amp; OUTSIDE</b>	<b>20.86</b>
DEPRECIATION	866
INSURANCE	69
<b>TOTAL COSTS PER TRUCK PER WEEK</b>	<b>+30.22</b>
TOTAL ACCIDENTS TO DATE	3
TOTAL ACCIDENTS TO DATE LAST YEAR	3
AVERAGE NUMBER OF MILES PER WEEK	286

Fixed costs average out to \$30.22 in the course of a year at Easton Laundry which is one of MacIntosh Associates plants. Accident costs average out to \$31.50

## MACASSO SEMI-ANNUAL TRUCK REPORT EASTON LAUNDRIES, INC. 6 MONTHS ENDING AUG. 1959

TRUCK NO.	TYPE	MAKE	YEAR	STATUS	INSURANCE	REPAIRS	MAINTENANCE	WASHINGS	LICENSES	INSPECTIONS	LABOR	TOLLS	MISCELLANEOUS	TOTAL	REMARKS
1	INT 54	642	G	G	Y	G	G	G	G	G	G	G	G	1	13118
2	INT 54	484	G	G	Y	G	G	G	G	G	G	G	G	1	13124
3	INT 50	—	G	G	Y	G	G	G	G	G	G	G	G	2	92133
4	INT 56	1634	G	G	Y	G	G	G	G	G	G	G	G	6	11826
5	INT 55	689	G	G	Y	G	G	G	G	G	G	G	G	3	12465
6	INT 57	449	G	G	Y	G	G	G	G	G	G	G	G	1	12465
7	INT 51	—	G	G	Y	G	G	G	G	G	G	G	G	1	12045
8	INT 54	434	B	B	N	B	B	B	B	B	B	B	B	4	162944
9	INT 56	1602	G	G	Y	G	G	G	G	G	G	G	G	1	12087
10	INT 57	1680	G	G	Y	G	G	G	G	G	G	G	G	1	11300
11	INT 54	293	B	B	N	B	B	B	B	B	B	B	B	1	10729
12	INT 51	—	G	G	Y	G	G	G	G	G	G	G	G	1	19578
13	INT 54	761	B	B	N	B	B	B	B	B	B	B	B	2	18643
14	INT 55	764	G	G	Y	G	G	G	G	G	G	G	G	1	14980
15	INT 57	1453	G	G	Y	G	G	G	G	G	G	G	G	1	14523
16	INT 56	1740	G	G	Y	G	G	G	G	G	G	G	G	1	14668
17	INT 56	1881	G	G	Y	G	G	G	G	G	G	G	G	3	14004
18	INT 57	2401	G	G	Y	G	G	G	G	G	G	G	G	9	14560
19	INT 56	2353	G	G	Y	G	G	G	G	G	G	G	G	12	15524
20	INT 51	—	B	B	N	B	B	B	B	B	B	B	B	3	16890
21	INT 52	—	B	B	N	B	B	B	B	B	B	B	B	3	17206
22	INT 50	—	B	B	N	B	B	B	B	B	B	B	B	1	17206

Regularly scheduled inspections and reports help Easton Laundries keep its trucks in top condition. G's and B's stand for good and bad



Truck sketch shows plaid trim at roof and adhesive-backed horizontal banner used to promote plant's specials. The horizontal treatment is said to be easier to read since it follows the natural path of eye travel

## Part 2-Conventional Trucks

By WILLIAM SOKOL

Easton Laundries, Easton, Pennsylvania

TRUCK COSTS vary from plant to plant for a variety of reasons. These include differences in the standards of upkeep, the character of the route, number of stops, distance traveled and accident experience.

At Easton Laundries we operate combination family laundry and dry-cleaning routes. (The ratio is 60/40.) We put on more mileage than most Pennsylvania plants because half of our routes go into sparsely settled sections of New Jersey.

Our fixed costs average \$30.22 per week whether we pick up one handkerchief or \$900 worth of business. The cost of maintenance and depreciation (spread over a six-year period) averages 4.09 percent of sales. This includes everything.

Easton Laundries has held the dis-

tion of having the best maintained fleet among the MacIntosh group of 12 plants. Here's how we keep our fleet in top condition.

Our garage is adjacent to our loading platform. It is a spacious room with no center posts to run into.

We have regularly scheduled times for oil changes, tune-ups, tire recapping, washing, lubrication, etc. This preventive maintenance saves us a lot of money.

I cannot emphasize too strongly the importance of having a skilled mechanic on the staff as opposed to a grease monkey. We've tried both and the make-do patch-up artist is always most expensive. One full-time mechanic takes care of our 23 vehicles.

Our trucks cost us \$3,379 less trade-in and we run them for 10 years.

We use aluminum bodies adapted to our specifications. We require extra interior lights, racks for packages, slickrails for drycleaning, compartments for literature, a stand for sales control equipment, etc.

We also favor power steering, power brakes and automatic transmission. We feel that a salesman who drives to work in a full-power car should not be expected to battle a hard-to-drive truck all day long. It may be a factor in route salesman turnover.

The key to low-cost distribution, of course, is adequate sales. We work harder on maintaining our sales than we do on anything else. High sales keep costs down and help the profit picture. Our current route average is \$758 per route per week. □□

## LEASING—Continued from page 15

3. Bookkeeping is reduced.
4. Takes you out of the garage business.
5. First-class equipment has a good morale effect on employees.
6. Immediate service available on breakdown.
7. Extra trucks available during emergencies.
8. Fewer breakdowns because trucks are new and well maintained.
9. No loss on trade-ins.
10. Less executive headaches.

But—I particularly like the advantage of a pegged operating cost in a rising cost market. While leasing companies also suffer from inflationary ills, they can cope with increased truck operating costs better than an individual.

Of course, there are leasing deals and leasing deals—but I would be very wary of any price deal. If it is not in the economics of the price to produce the goods and services contracted for, then it is a bad deal.

If I were considering leasing trucks today, I would look over the field and decide what company could best provide the equipment and service I wanted, and regardless of what his competitors might try to offer in the way of inducements, I would sit down with him and make the hardest, fairest deal for both of us. Then I'd go back and run my laundry and drycleaning plant. You can drive yourself to distraction considering the proposals of leasing companies, for you will seldom find two in agreement, even if you carefully spell out specifications.

### How to compare costs

And the only way you will be able to compare ownership versus leasing, and get a reasonable comparison, is to lay out a program of providing every service of the leasing company including identical new equipment, depreciated on the same basis, replacement equipment for emergencies or breakdowns, additional equipment, 24-hour service, and the other features of a well-established leasing company.

For a fair comparison, take a good look at the truck cost analysis sheet. Don't compare five-year-old maintenance costs with costs the leasing company has predicted four years hence. Don't compare truck operating costs solely on the fact that you are operating fully depreciated trucks, but

still expect the leasing company to replace its equipment every five years.

If all these factors are honestly and thoroughly weighed, the immediate difference between ownership and leasing must be negligible. The long-range savings should be reflected in the intangibles. State inspections no longer become a Federal case; the driver involved in a West Philadelphia breakdown at 5:00 p.m. has been furnished a replacement and is on his way; someone has seen to it that the

trucks have been prepared for the winter with antifreeze; someone has removed the fender dents on Unit 4C. The operation runs quietly and smoothly.

Far be it for me to recommend that every laundry operator should lease his trucks. It is a personal judgment based on many contingencies. However, it is no fad, nor is it a promotion. Truck leasing is here to stay, and it is certainly worth your careful consideration. □□ Part 3 on page 20



THE WORKIN'EST CLOTHES COME CLEAN...

with SWIFT's new  
**Heavyweight Team**

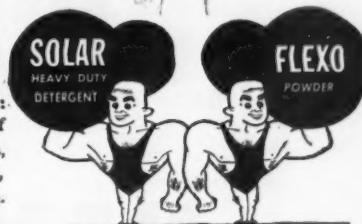
**Here's a real grime busting combination:** It's designed to help you make short work of heavy soils. Greasy coveralls and oily overalls, even soiled wiping rags respond to the quick, thorough washing action of the Solar-Flexo team.

**Use Flexo first.** It goes into solution quickly and thoroughly to give you a good alkalinity balance and a fast, strong "break".

**Then add Solar** to handle remaining soil easily and quickly, with medium suds—at reduced water temperature and controlled pH, too.

Yes, if grease grappling is your problem—make it a selling point. Ask your Swift man to show you how Swift's new heavy weight team can help you make light of a heavy work load of the workin'est work clothes. Meanwhile, write for details on a trial order and remember...

ONE TRIAL IS BETTER THAN A THOUSAND CLAIMS



Ask your SWIFT'S man  
about these products:

**SOLAR LIQUID Detergent.** Solar Liquid helps emulsify grease soil, to prevent redeposition and eliminate rewashes.

**SWIFT'S COLD WATER Soap.** Good for soil removal from light colors, fugitive colors, rayons, woolsens, or other low temperature washing.

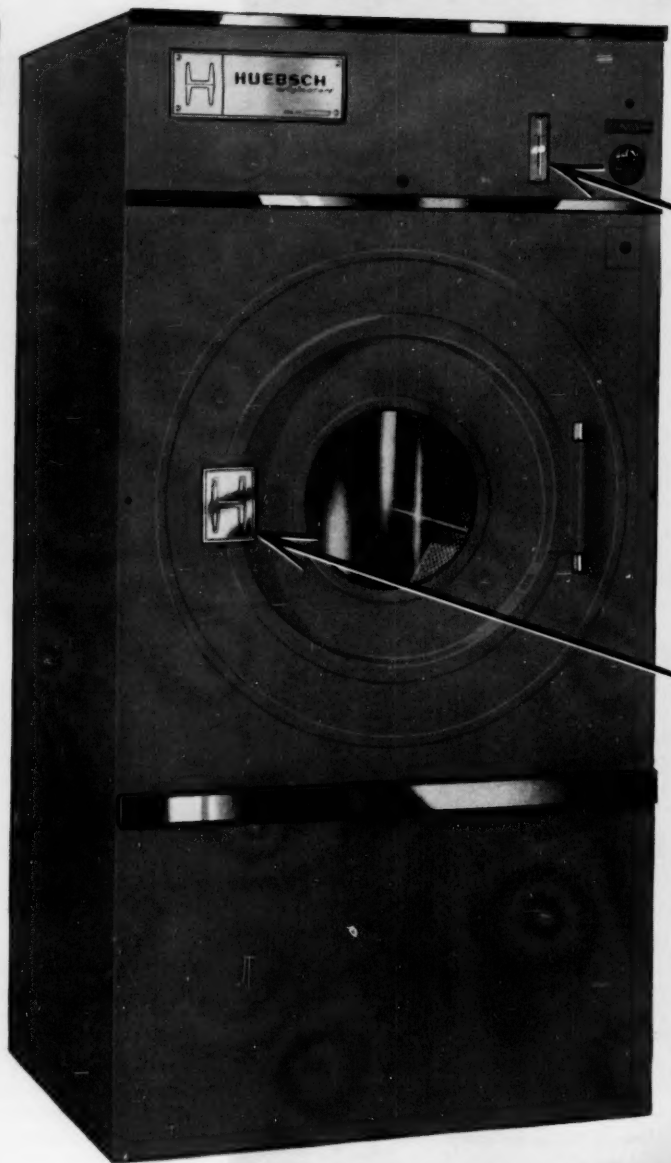
**SWIFT & COMPANY  
SOAP DEPARTMENT**

4115 S. Packers Ave. • Chicago 9, Ill.

**Swift**  
SINCE 1907

To Serve  
Your Industry Better

 **TWO  
MORE  
REASONS  
WHY  
OUR  
NAME**



**IS HUEBSCH**

*First in Tumblers*



1

## VARIABLE TEMPERATURE SELECTOR

Customer can now set proper temperature, assuring safe, efficient drying of any fabric! Not just a hot-or-warm switch, but a selector of any desired temperature within a safe, 40° range.

2

## MAGNETIC DOOR LATCH

... for safe, sure, silent door closing. Eliminates triggers, buttons, springs! Simple, yet smartly designed to accent the beautiful lines of the Huebsch Tumbler.

Huebsch Originators continue to *originate!* Add our two newest features to the impressive group of other Huebsch "firsts" listed here—and you will see why Huebsch Originators have long been the world's largest manufacturers of commercial dryer-tumblers.



### ORIGINATORS

... of the OPEN-END TUMBLER... invented and introduced by Huebsch 27 years ago.



### ORIGINATORS

... of the 37" diameter tumbler... and only manufacturer to offer it in three sizes: 37" x 18", 37" x 24", 37" x 30".



### ORIGINATORS

... of ANY COLOR YOU WISH... at no extra cost.



### ORIGINATORS

... of porcelain burners in tumblers.



### ORIGINATORS

... of the easy-to-reach, built-in coin meter.



### ORIGINATORS

... of the SELF-CLEANING LINT SCREEN and "MAGIC CARPET" LINT REMOVAL.



### ORIGINATORS

... of high temperature limit control on stove.



### ORIGINATORS

... of easy-to-adjust feet... for perfect leveling.



### ORIGINATORS

... of the automatic BACK-DRAFT DAMPER.



### ORIGINATORS

... of the AIR-FLOW SWITCH in the correct location... where the air enters the burner.

# ORIGINATORS

*First in Features*

MILWAUKEE 1, WISCONSIN

## Part 3 — Small Trucks

By **GEORGE KLINEFELTER, JR.**  
Elite Laundry, Washington, D. C.

OF THE 38 TRUCKS we operate in connection with our laundry, linen and diaper service in Washington, D. C., five are small foreign-made trucks that we purchased just one year ago.

The reasons we had for trying out these small vehicles are threefold:

1. The experience in using small trucks as told by Victor Dalgoutte of Briarcliff Laundry in Briarcliff, New York, sounded good to us. [See Briarcliff's story in January 1959 issue of STARCHROOM.]

2. We have a garage problem. Our garage is located on the second floor of the building and accessible by means of a ramp. The ceiling of the garage area is exactly 94 inches from the floor—a mistake we made when the building was put up—and cannot be altered because of concrete construction. Because of the height problem the majority of our trucks have had to have their tops lowered immediately after purchase. I mean that literally, since the top of the truck

would be cut off, the sides shortened, and the top welded back on again.

The five foreign trucks we have acquired are under 94 inches in height and are more easily maneuvered between the posts in the garage area.

3. Last but not least, the foreign trucks were much cheaper to buy and place into service. The five small trucks, including paint jobs and installation of laundry shelves and dry-cleaning racks, cost \$2,075 each to put into service. Compare this with the majority of our vehicles that represented an original investment of \$3,600 each (including the off-and-on roof process) and \$3,166 for each of two trucks of another type.

Driver acceptance for those who switched over to the smaller trucks was generally very good. One of them said he didn't like it after the first day of driving, but he does perhaps less driving mileage than any other man—just about 92 miles per week. The other drivers, after a week's trial, said they liked the trucks very much. They

found the trucks easier to maneuver, simpler to park in smaller spaces, and they were less weary at the end of the day. As a matter of fact, we couldn't get them away from these trucks now if we wanted to.

Other important advantages are economic, of course. To test the load capacity of these small trucks, we assigned the first one we received to our largest route, doing about \$1,000 per week. The vehicle proved to be just the right size. It went out fully loaded with clean work and returned fully loaded with soiled work. Just about the same result was realized from the other small vehicles, doing away with wasted and unused load capacity.

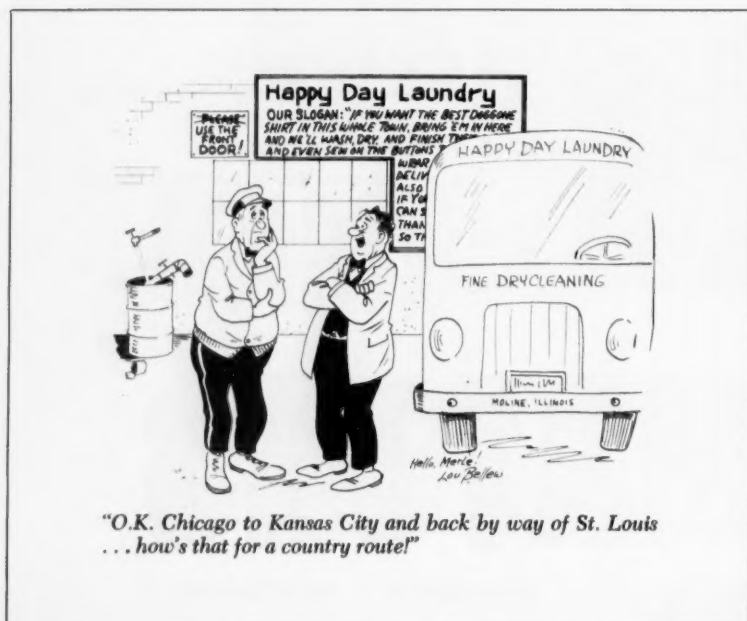
### Savings on fuel, repairs

Although our full fleet of 38 trucks averages about 10,000 miles per week and our small trucks have been in use for just a year, we have found that fuel savings are terrific. Four of the five small trucks average between 20 and 21 miles per gallon, while the fifth—doing the least mileage of all—averages about 15.8 miles per gallon. Compare this with our conventional trucks that do between 8 and 10 miles to the gallon.

We have had no repair problem yet on our foreign-built trucks because, in the year that we have had them, not one spare part has been needed. We rotate the tires every 2,000 to 3,000 miles. The engine is in the rear, providing a better distribution of weight for maneuvering on our garage ramp.

Customer acceptance has also been very good, particularly in a city like Washington where the sight of foreign-made vehicles on the streets is fairly common. Because our trucks are painted yellow, the smaller models have been referred to as a pound of butter or a deep freeze on wheels.

These trucks—especially because their air-cooled engines do not permit standard heaters—may not be the answer to all problems but they are serving specific needs for our operation. □□



# Standard Change-Makers Proudly Announces 3 New Products...



## THE STANDARD MULTI-CHANGER

The first and only manually operated coin changer to accept 3 coins. Available in any of 364 different coin combinations. Priced at less than 3 single changers.

## THE STANDARD CHANGE MASTER

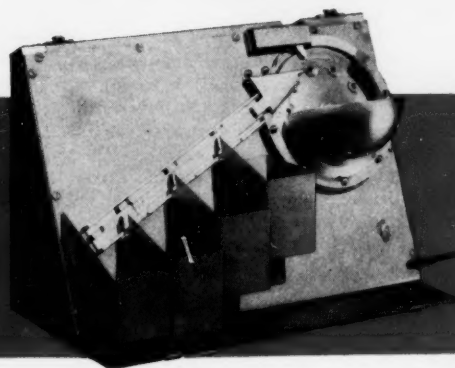
A new, fully automatic, multiple coin changer... the largest capacity changer ever built. Holds over \$1,100 in change. Smart contemporary design.



## THE STANDARD CHANGE COUNTER AND SORTER

The lowest cost, fully automatic coin counter and sorter ever manufactured. Compact, portable design. Priced at only \$175\*.

\*Plus Federal Excise Tax



Send for complete information. Standard Change-Makers also manufactures the world's most complete line of manually-operated single coin changers.

Manufactured by:

**STANDARD CHANGE-MAKERS, INC.**  
422 E. New York St., Indianapolis 2, Indiana

*District offices in 18 major cities  
throughout United States and Canada*





*Shopping center plant developed from battery of 20 washers to include flatwork finishing, shirt service and drycleaning, in ten years*

## From Self-Service to Package Plant

By **BYRON N. MALLIS**

*Park Forest Laundry & Laundromat, Park Forest, Illinois*

Plantowner Byron Mallis described the growing pains of his operation at the recent Young Men's Conference in St. Louis.

MY ONLY EXPERIENCE with laundry people is with doctors, lawyers, and engineers who are in my field. I was a real estate broker.

What made us go into the so-called laundry business? Well, for one thing, there were some mighty powerful salesmen from the washing machine distributors. They were even more convincing than real estate brokers (and you have to go some to beat them). They told us that the profits were tremendous. All we had to do was put 20 of their shiny washing machines in a small inexpensive location, sit on a high stool behind the cash register, and just tell Mrs. Smith to please take machines number 1, 2 and 3. And don't forget; collect in advance.

Well, I still have that stool. It's as new and shiny as it was 10 years ago. The seat of my pants has never

touched that soft, red cushion—not ever once. . . .

My real estate training stimulated in me an immediate interest in the possibilities of establishing a suitable business in the shopping center at Park Forest. In the proposed 100-store shopping center we had at that time five stores open and operating.

Now begin my growing pains. The first year of operation was a nightmare, to say the least. The \$400-a-month minimum rental was frightening. No matter how I figured, I just could not see how I could possibly do enough business to pay such a fabulous rent. I attempted to reevaluate the motives that compelled me to make such an idiotic decision. But now it was too late.

I opened my business on June 19, 1950, greeting my new customers with orchids from Hawaii. Everyone who came encouraged me, and promised faithfully to be my customer. In the little tour around the plant, I explained the advantages of doing their laundry in my laundry. I even gave

them a demonstration of soft water versus hard water for washing clothes. This was the only small bit of technical information I had retained from my one week's refresher course at the washing machine distributor's school. My career as a laundry operator had been launched. There was no turning back now.

### Physical layout

The equipment consisted of twenty 8-pound washers, two 17-inch extractors and three 36-inch driers. The washers were arranged back to back and installed in the middle of the store. The driers were enclosed in a partition at the back of the plant with openings in the partition to expose the glass doors of the driers. The size of the store was 20 feet wide by 80 feet long. The front door was set off to the right of the building, leaving about 14 feet of window space through which customers could see the operation from the outside.

Possibly one of the most attractive



*"American's  
new Dyna-Pak has  
fewer parts than  
any laundry press  
we've ever seen."*

J. G. Martin, Vice President  
Capital Laundry & Cleaners  
Dallas, Texas



*American's new*

## **DYNA-PAK**

"... simple design makes the Dyna-Pak easy to work on, most important to us since we service our own equipment. We are very pleased with this press."

*See for yourself* how Sealed Power and unusually Simple Design make the all new Dyna-Pak the easiest-to-maintain laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

**American**



# PARK FOREST LAUNDRY AND LAUNDROMAT

ESTABLISHED 1966

QUALITY CLEANERS • RUGS AND HOUSEHOLD ITEMS

NE PLAZA

PARK FOREST, ILLINOIS

PILGRIM 8-7650



## HAVE THE FIRST ONE ON US

Dear Mrs.

Let us be one of the first to welcome you to Park Forest. We know you are going to be happy in the relaxed, Suburban Living of our town.

Personally knowing the problems that accompany moving into a new home, we know that the hundred things you have to do will be overshadowed by that hamper of dirty clothes, shirts or dry cleaning.

Don't worry about your laundry and dry cleaning problem. Just pick up your phone and call Pilgrim 8-7650. We will pick up your bundle, or dry cleaning, and return it to you with our usual prompt service. And remember, **THE FIRST ONE IS ON US.** This is our way of welcoming you and will come to you **FREE OF CHARGE.** We must, of course, put some limitation on this offer, so let us say a limit of \$2.00 and a time limit of 7 days after you have received this letter.

Just tear off the coupon at the bottom of this letter, fill it out, and present it to our driver when he delivers your bundle, or when you pick up your order at our store. There is absolutely no obligation on your part.

Again we say Welcome,

**PARK FOREST LAUNDRY & LAUNDROMAT**  
(next to Jewel Food Market Carryout station)

We are the only complete laundry plant in Park Forest. Recently we modernized and expanded our plant adding the finest shirt finishing equipment available. We are mighty proud of it and we would certainly like to have you drop in and look it over the next time you are in the shopping center.

THIS COUPON ENTITLES MRS.

to her first bundle of laundry, shirts or dry cleaning **FREE** after her arrival in Park Forest (up to \$2.00 value)

This coupon void seven days after receiving this letter.

**PARK FOREST LAUNDRY AND LAUNDROMAT**  
Facing the south parking lot.

Welcoming offer is sent out to about 150 newcomers each month. Route salesman follows up and the plant gets about 90 percent return on this offer

features of the plant was a lounge area that I had arranged just inside of the window. The lounge was enclosed by a 30-inch-high partition or rail with built-in plant boxes. The lounge was furnished with fairly expensive chrome lounge chairs and a writing table.

For the first six months I tried to operate on a so-called self-service basis. The customer took what machines she needed and sorted her own clothes. If she wanted a wet wash, she would either wait in the lounge or come back later and take out her own clothes. At no time did I consent to their using the extractors or driers. I reasoned that this equipment could be used more efficiently if I operated it myself.

During this time I began to ponder over the inefficiencies I noticed in this self-service operation. Machines were nonproductive for hours at a time. Customers would overload the machines, thus getting them off balance during the high-spin cycle. Since I am a very poor handyman, repair costs began to zoom upward.

The volume was nowhere near what I had anticipated. As my capital was going down the drain as quickly as the soil from the clothes, I decided I must

learn more about laundry operation without further delay.

A close friend of mine was a market research man. While we were discussing my problems, he suggested that I take a sample of public opinion regarding laundry needs. He referred me to a firm that did that sort of work. With no loss of time, I hired this firm to take over the job. The procedure they used was to hire a local woman who had experience in secretarial work and she would use her own phone from her home. The sampling, therefore, was to be by phone. The firm decided to sample about 300 families.

As far as I can recall the typical questions were:

*Do you own your own washer?*

*If you do, do you have need of any other laundry service?*

*Do you send your husband's shirts to the laundry to be finished?*

*Did you ever use a self-service laundry?*

*If it's not convenient for you to drive down would you use the service if your laundry was picked up and delivered?*

From the information I received, I

began to formulate a plan that would go into effect immediately and in the future. Because there was no more working capital, whatever experiments I made would have to be at little or no cost to myself.

The first step I took was to contact a wholesale shirt finishing service. Since they had to come from Chicago's North Side, about 35 miles away, to service my plant, they were somewhat reluctant to take on the account. I invited the owner out to see the community and my plant. With all the persuasiveness at my command, I attempted to show him that with a population that is almost 100 percent white collar, how could he have any doubts?

To the satisfaction of both, we developed one of the finest business relationships, that was to last about seven years. At the peak, we were taking in about 2,000 shirts a week. Now I began to see my future in the laundry business very clearly.

When the shirt business was fairly well established, I began to consider the three-quarter-finish bundle. I purchased a 60-inch flatwork ironer that one girl could operate. For purposes of promotion, the ironer was installed in the front window where the lounge was. There goes that beautiful lounge. We were so proud of it.

After checking with the competitive laundries that had routes established in Park Forest, I began to offer my family bundle or three-quarter service at about the same price as my competition. At no time in my 10 years in the laundry business have I ever competed on the basis of cheaper prices. Instead, I have always tried to compete on better and faster service.

At the end of two years we were processing about 5,000 pounds of laundry a week, and we were handling approximately 1,800 shirts a week. In dollars and cents we were doing about the largest volume of business of any quick-service laundry in the Chicago area. From the standpoint of profit, we were probably among the lowest. You might ask, how can that be? Well, the shirts contributed about one-half or more of our dollar volume. Since we did not finish the shirts ourselves, the 5 cents net that we made from each shirt was not sufficient to contribute to the total overhead of the business.

Another consideration was the percentage lease. We paid a minimum up to X number of dollars and then we went on a straight percentage when

*Continued on page 39*

*"American's new  
Dyna★Pak Press is the  
finest thing  
to hit the industry  
in a long time."*

Dean R. Moser, Mgr. & Treas.  
Morristown Laundry-Dry Cleaners, Inc.  
Morristown, Tenn.



NEW!

NEW!

American's new

## DYNA★PAK

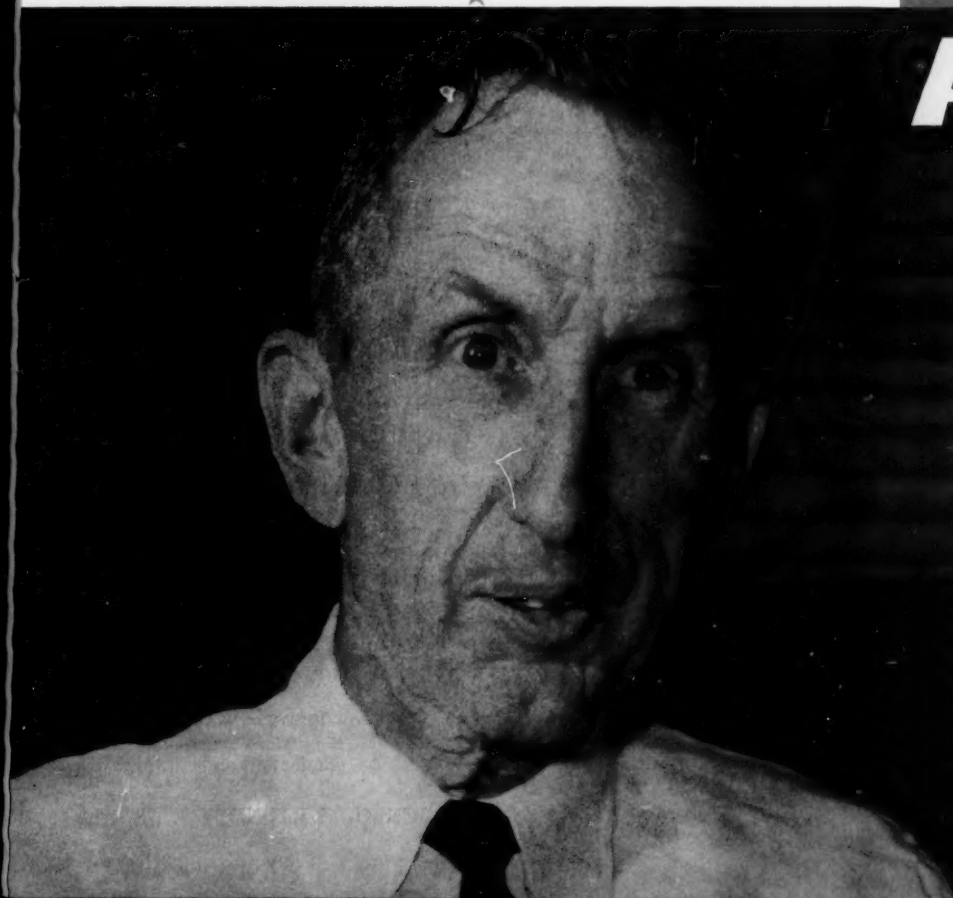
"... it's so simple there is very little that can go wrong and maintenance is almost nil. Our operator is tremendously enthused as she is able to do more work with less effort and still maintain quality."

See for yourself how Sealed Power and unusually Simple Design make the completely new Dyna-Pak the fastest, easiest-to-operate laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

THE AMERICAN LAUNDRY MACHINERY CO., CINCINNATI 12, OHIO

You get more from

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Here are the people who did the work that won a Certificate of Merit for laundry manager Galbraith, extreme left, in STARCHROOM LAUNDRY JOURNAL's Parade of Progress contest

#### MERIT WINNER • PARADE OF PROGRESS

## Modernization Affects Everybody

New machinery means more than just production;  
it also affects patients, public and personnel

By **DICK W. GALBRAITH**

*Laundry Manager, The Children's Hospital, Columbus, Ohio*

OPERATING A HOSPITAL LAUNDRY is very similar to the operation of a commercial laundry. The latter must cater to the public, while the hospital laundry must do likewise and fulfill other requirements.

Our hospital laundry is responsible for processing all of the wearing apparel and linens used by the patients who are babies and children. Anyone who has had experience with children knows that the laundry problem is really something to reckon with.

In our case we consider the parents and relatives the public. They must be assured that their loved ones are furnished sanitary linens and clothes which are safe in all respects, no matter what the volume is.

For the past 10 years expenses in hospitals have been on the increase. Constant vigilance is required to keep costs to a minimum, conserve floor space, and reduce turnover of hospital personnel.

When the decision was made to renovate the laundry in Children's Hospital, it became the responsibility of supervisory personnel to plan, investigate, and recommend equipment which would meet the requirements of improved production while reducing costs.

#### Intensive advance study

A great deal of time and effort was spent in interviews with representatives of various makes of laundry equipment; several trips out of the city were made by the laundry manager to personally obtain all the necessary facts and make comparisons. All pertinent data were summarized and submitted to the operating officials with appropriate recommendations.

The final decision resulted in the purchase of two 200-pound washer-extractor units, plus one 100-pound washer, which replaced the following

equipment and also released 50 percent of the floor space for other uses: one 350-pound washer, two 100-pound washers, two extractors.

It is very evident that there is a marked improvement in many respects. Let us first consider the phase of production:

- With the old equipment, which was ample in quantity but not quality, the maximum output in a 12-month period was 780,000 pounds.
- With the new equipment, during the year 1957, a total of 1,149,709 pounds was processed (out of a potential maximum capacity of 1,408,000 pounds).

The above figures represent an increase of approximately 34 percent or 269,709 pounds with fewer production hours worked.

During 1957, the following savings were effected:

(a) One full-time employee was eliminated, and extra employees were no longer required for week-end work, which is an actual saving of wages of \$3,666 per year.

(b) Cost of productive supplies was reduced by \$1,450.

(c) The average cost of production was \$.04 per pound. Based on 79,129 patient days, each patient uses approximately 13.3 pounds of laundry which represented an approximate cost of \$.53. The cost for the previous 12-month period was approximately \$.70 per day per patient.

(d) The volume of stained linen has been greatly reduced. To anyone who is familiar with hospital operation, this represents a substantial saving.

(e) Cost of utilities such as water, electricity and coal has been reduced approximately 25 percent.

(f) With the present preventive maintenance program, there were no major maintenance problems during this period.

While it is impossible to measure improved interdepartmental and personnel relationships in dollars and cents, the following improved conditions must be outlined as a pertinent part of our resulting benefits:

(a) Morale of laundry employees has improved due to:

1. Improved working conditions since wet floors were eliminated and waterproof



"Our operators  
like the new  
Dyna-Pak's  
smooth, quiet  
operation."

H. J. Plous, Vice-President  
Spic and Span Cleaners  
Milwaukee, Wisc.



NEW!

NEW!

American's new

## DYNA-PAK

"... and the few parts in the Dyna-Pak Presses in our family laundry division have practically eliminated maintenance. All of our people are extremely well pleased with these outstanding machines."

*See for yourself* why leading laundrymen are so excited about the all-new Dyna-Pak, the fastest, smoothest operating laundry press ever developed. Call your nearby American representative, or write for Catalog AK 230-002.

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- equipment is no longer required.
2. The laundry operation is accomplished quickly and efficiently without unnecessary handling of linen. The washing, extracting and pre-conditioning are completed in one operation.
  3. The employees take great pride in performing assigned duties as the increased speed is very evident.

(b) Interdepartmental friction has been reduced to a minimum so far as linen is concerned. The nursing department, nursing station, and surgery can requisition required items and rest assured they will be delivered on schedule.

(c) No small item to be considered is the fact that administration can now turn its attention to other problems.

(d) The laundry manager has been able to assume additional responsibilities in other phases of hospital work, because supervision of the laundry

can now be almost completely delegated to a subordinate.

In conclusion, one important fact must be made clear. An excellent water softener system was used in conjunction with the new washroom equipment; however, it is believed that in order to have a superior operation with any equipment, this is an absolute necessity. The modernization program has gone a long way towards achieving the hospital's objective of the best possible patient care at the least cost. □□

#### MERIT WINNER • PARADE OF PROGRESS

## We Saved \$312.80 Per Week

*Changes in marking, sorting departments  
help trim Troy Laundry's staff by six*

By **ROLAND J. HOEFER**

Manager, Troy Laundry Company, Seattle, Washington

TWO DEPARTMENTS carrying a very high production cost in any family laundry are marking and sorting. With some good sound planning, some physical changes in the room, and a very simple but fundamental equipment change, we were able to cut six people from these departments.

First, we figured some method of temporary marking should be used. Second, each marker should be able to do her own classifying. Third, every employee in the plant should be able to identify any piece of laundry, no matter where it might be. Fourth, sorting shelves should be permanently marked with bundle numbers so that sorters would no longer have to chalk marks up for each lot.

All of these things we have accomplished, and gained some fringe benefits we did not expect.

When we first started this program, we were using the standard black mark system and closing our lots on a time basis. We used nine markers and one classifier. The first change we made was to make it possible for each girl to classify her own work. Beside each station we built sheet-metal

chutes that lead down to our washroom. Each chute was labeled as to its classification.

Next, we changed our temporary mark to a heat-seal tape system. These machines affix a colored tape to each piece of laundry, giving the lot number, the week and the bundle number. A different color is assigned to each lot following a prearranged color code so that lots are easily discernible by color and number. This enables every employee to notice mixed lots or strays. To do all this takes the machine two seconds.

Immediately upon this installation we cut our crew by one marker and the classifier. Within six months we were able to cut out one more.

In our sorting rooms, we employed four starch sorters and three flat sorters plus a head sorter. The sorters would chalk up the marks, sort the lots, wrap the bundles for tying and place them on a conveyor belt that carried the work to two tiers. The head sorter would chase stray pieces down, check double marks, write up short bundles and "shoot trouble."

With our new system each lot car-

ried the same numbers so that sorting shelves were permanently numbered—no more chalking. With the time saved, the sorters were now able to wrap bundles complete for delivery, using tape instead of string, eliminating two tiers. The lots came up complete because strays were easily spotted, thus eliminating the use of a head sorter. Lots were now uniform in size because each lot now had the same number of bundles. Starch lots—99 bundles, flat lots—60 bundles, fluff-dry lots—50 bundles.

In brief, all this is accomplished in the two seconds it takes to affix the tag—no more mixed lots, no more strays, no more overs in our sorting rooms—and a much better production payroll. In fact, over a 2 percent saving was realized.

The breaking in of new help in these departments has become a simple task. In the case of a sorter we can train an adept girl in as little as 30 minutes.

For an initial investment of \$9,100 we are saving \$16,265 per year, not including the savings on fringe benefits. □□

# RED

TO  
MAKE  
YOU  
SEE  
RED...

...AND  
CUT  
YOUR  
PRESS  
PAD  
COSTS

## WHITEHOUSE BRINGS YOU NEW "RED MARK" PADDING

Yes, we want you to see RED MARK press top padding—a brand new product that can really slash costs for you!

Check these features:

**Red Mark** is 100% nylon staple—no inferior material.

**Red Mark** is chemically treated for added heat resistance and LONG wear.

**Red Mark** padding is made with needle batt construction for super resiliency.

**Red Mark** is available in three weights to suit your own needs.

*Red Mark is priced well below anything that comes close to offering you the performance and wearing qualities you get with this remarkable new Whitehouse development!*

You can identify RED MARK padding easily by the red stripe that runs through the material. But more important, you'll soon identify RED MARK in terms of big dollar savings—an economy special that we predict will be the sensation of the laundry industry in the next few months. Ask your jobber, or write us for more details.



CONTINUED LEADERSHIP  
THROUGH CONSTANT RESEARCH

360 FURMAN STREET • BROOKLYN 1, N.Y.



*thinking about*

**CHRISTMAS GIFTS for**

*Employees?*



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Won't you fill out your gift list today . . . and send it to us? We'll take care of your order immediately.



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INCLUDE OUR RENEWAL AT \$4.00 ☐



# THE FUNERAL YOU ATTEND MAY BE YOUR OWN (PLANT)

Another Jab by Poke

I hate funerals. And the reason I do is that the ones I have to attend are usually the last rites of some one dear to me, or at least some one that I liked and respected. Now, the smaller laundry plants don't mean much to my business directly, but I hate to see so many of them falling into the clutches of the undertaker because they are important to the laundry industry as a whole. As you may know, the problems and plight of the smaller laundry plants was one of the subjects at the recent annual meeting of the Laundry & Cleaners Allied Trades Association which took up much of our time.

Many of the manufacturers in the LCATA are interested in these smaller plants, as are their customers, the jobbers and supply manufacturers. They like to sell you smaller guys and they like to get their money in payment for what they sell you.

Personally, I am not directly interested in smaller plants, for, as I have often stated, "the plants that can use my machine **MUST** be large enough to own an ironer of at least 6 roll capacity, and **MUST** have 1200 sheets or spreads a day, fully identified or sorted into lots for suitable handling."

So, I often wonder what causes an owner of a small



M. A. Pocock

plant to spend postage writing me, and even filling in my survey card (sometimes), when he doesn't even own an ironer and might be finishing sheets on a press. Believe it or not, I had three of these within the past 60 days! It could be they are intrigued with my ads—maybe they are ambitious to grow bigger.

But, the thing that gets me is that many of the larger plants, those that should be mighty interested in investigating machinery and how it applies to their costs and production problems, especially machines that hold promise of saving them money, seem to know so little about their business that they can't do a simple job of filling out a survey card with enough information on it that would permit me to advise them whether, and how much, they might save money by using my machine (for some of them cannot). It's mighty important for them to find out—that is, if they are really interested in making from \$2,400 to \$4,000 more per year—net.

I think you'll agree that if I can prove to you beyond a doubt that I have a machine that will pay for itself within the first six months and pay you a nice net profit for the rest of the year, over and above its cost, you wouldn't be chump enough to let me get out of your plant without signing an order. Then please get on the beam and fill out those survey cards—if you are an operator in the 1200 sheets per day class—in a way that I can intelligently advise you.

*M. A. (Poke) Pocock*



## Modernize for PROFIT With a SAGER

A West Coast Laundryowner Writes:

"Our Spreader has been in use about 12 years and has saved more per dollar invested than any equipment we have ever had."

A New England Laundryowner Writes:

"We feel that it is the best purchase from *every* standpoint that we have ever made in over 70 years of business."

### More Sheets— Fewer Operators

With a SAGER Spreader, one girl does the work of two or more hand shakers and does it easier and faster. With a SAGER "B," you can handle up to 3,000 sheets and spreads per day. Above that quantity, you probably need a SAGER "A."

### Reduces Labor Turnover

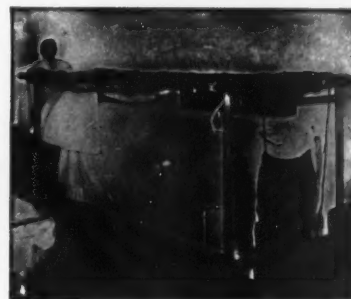
No more back-breaking lifting and nerve-racking hand work. Your SAGER operators like their jobs and stay on them. You know what this means to your social security accounting, as well as to general efficiency.

### No Price Increase!

In spite of greatly increased manufacturing costs, the selling prices of SAGER SPREADERS have not been raised. The tremendous increase in SAGER sales volume has made this possible.

### ★ Write For Full Facts

If yours is a laundry handling 1,200 or more sheets and spreads per day, you can't afford to be without a SAGER Spreader in these times of high labor and tough competition. Write today for details and the names of progressive laundries all over the world which have reduced their flatwork ironing costs from 40% to 60% with these labor saving machines. But write us only if your sheet and spread production is 1,200 or more daily.



View of Sager B Spreader. Handles 1,200 to 3,000 sheets and spreads per day

Please send us full facts about your labor-saving Sager Spreaders.

**M. A. Pocock**

1236 Central Ave., N. E.  
Minneapolis 13, Minnesota

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

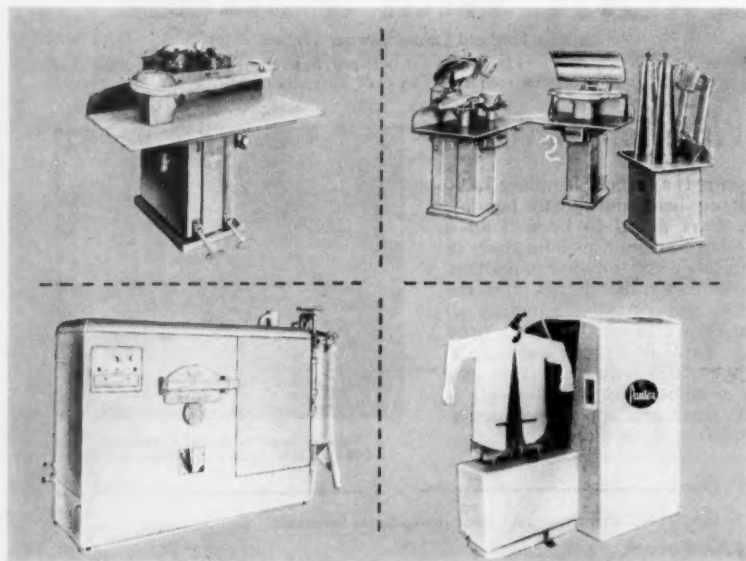
Print your name \_\_\_\_\_

plant after plant—  
hundreds of operators—

# MAKE MORE MONEY

(as much as **40%** more)

USING THE **COMPLETE** PAN-TEX LINE



## WANT PROOF?

Very simple! They profit from the lower costs and higher production possible with PAN-TEX balanced layouts. (They're free—ask your PAN-TEX representative). And from the lower cost-per-garment (that can be yours too) delivered by *Perk-o-Matic* units—*Hydro-Air* pressing machines—and other profit-producing equipment such as the PAN-TEX high volume, top quality Shirt Units. Realize the possibilities for your plant? Write for the facts now!

The complete Pan-Tex line includes a selection of models and range of sizes to match your exact volume requirements.

9-436



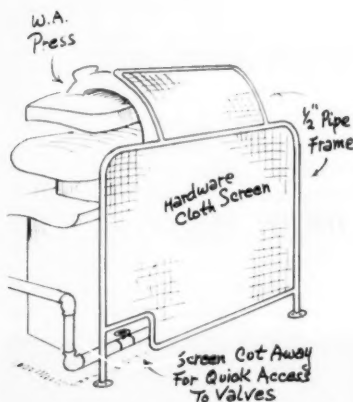
# Pan-Tex

MANUFACTURING CORPORATION, Pawtucket, R. I.

## Rhapsody in Bellew

THIS LAUNDRY INDUSTRY is certainly educational. In fact it reminds me of the math teacher with a class of midgets . . . it was simply a matter of making the little things count.

And I do mean, the little things are important in this business. For example, a growing number of launderers are going into commercial work for schools and motels. A friend of mine has found most schools don't particularly care if towels are folded or not. As a result he washes and tumbles their towels in bulk, and delivers them in the same bag they were picked up in. His bids are considerably lower than his competition since he doesn't include the labor of folding. The same applies to motel work in this case.



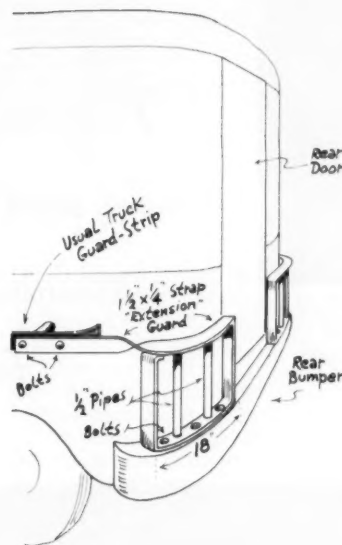
### Screened Press

Recently I visited Consolidated Cleaners & Launderers in Santa Cruz, California. Eli Bariteau has made a great many changes since he bought out the well-known old Kerrick Laundry there. Mainly he has built a new plant and moved the whole operation to a new location. From now on it will be known as Bariteau Consolidated Cleaners & Laundry, which is intended to give the townspeople an entirely new concept of a modern industry. Best of all, he will be able to capitalize a bit on his golfing reputation . . . after all, Eli won the California State Amateur Golf Award just last year.

Already the new plant is crowded with equipment because of greatly increased volume. I couldn't help but notice a gadget beside the folder's station. This department is just behind

the line of wearing apparel units, and there apparently was some concern that the folders might accidentally come in contact with the hot steam pipes and press heads.

To prevent this, Eli has had a neat framework constructed of half-inch pipe (it's probably thin-walled conduit) and covered with hardware cloth. Actually, the top portion is curved to more or less fit the contour of the press itself, for a most pleasing appearance.



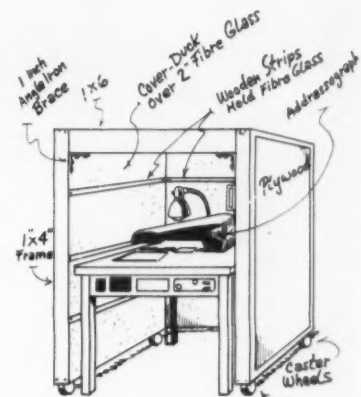
### Truck Corners Guarded

Most walk-in trucks are equipped with guard strips of metal along the sides to prevent damage from side-swiping posts and such at the loading docks. The bumper at the rear is supposed to protect the back of the truck, but there is little protection for the curved back corners of the truck if the dock is higher than the bumper.

At Silver State Laundry in Denver, Colorado, Gus Anderson, Jr. and his plant manager Fred Rowland showed me how they have added some extra protection. A length of 1 1/2-inch metal strap has been bolted to the back end of the guard strips and bent into a sort of bumperette to protect the rounded back corners of the trucks.

These bumperettes curve to fit the contour of the body in an oblong shape and are bolted to the bumper. Added strength is provided with half-inch lengths of pipe welded in place

at intervals along their 18-inch length. They aren't too sturdy, but alert the driver when he makes contact backing in so he'll hit the brakes before damage is done.



### Silenced Addressograph

Anyone who's had to listen to the clatter of an old addressograph machine in a busy office will appreciate this idea from Faultless Laundry in Kansas City, Missouri. The machine in question is between 17 and 18 years old, according to Jack Spence, and although its mechanical condition met the plant's requirements, it still sounded like an air hammer.

Because of the noise the machine was kept away from the office by locating it in the corner of the plant's call office. A high school girl was employed three to four hours a day to do the necessary work, since it was too unhandy for the regular office girls to trot to and from the call office carrying drawers of plates each time. The part-time girl has been dropped and the machine is in the main office again so anyone can use it quickly as needed.

The old machine was soundproofed, completely. A light wooden frame was built to house in the machine on two sides, the back and top. Two inches of fiber glass line the inside. This lining is held in place with cover duck strengthened with wooden slats. Swivel casters permit the housing to be easily moved to service the addressograph.

Where once it was difficult to hear even a telephone ring, the addressograph now can hardly be heard even when you stand beside it.



Laundryman George Ripley shows West Coast editor Lou Bellew a plastic model layout of his Desert Hand Laundry. Aside from its practical uses, the set is a conversation piece for the president's office

## That's No Mirage, Son!

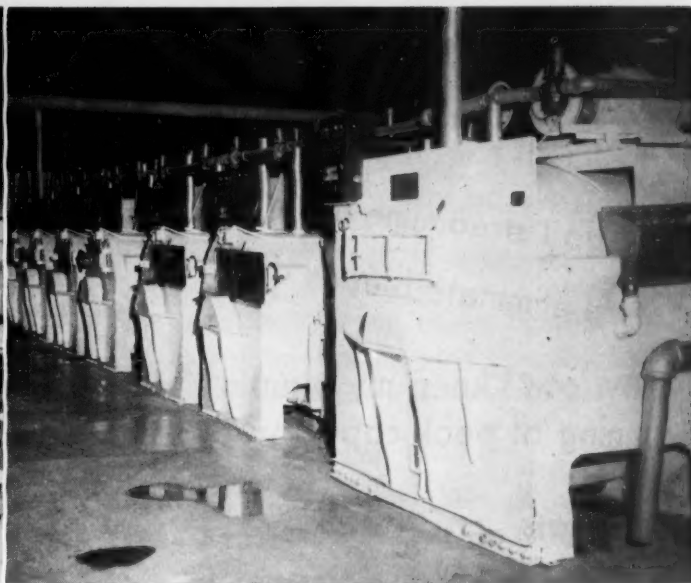
By LOU BELLEW

*Progressive laundryman  
turns wasteland into  
washland . . . in bid  
for more space*



An over-all shot of the flatwork and tumbling department shows a remarkably similar life-size version of Ripley's scale model layout. Every piece of movable equipment is returned to a specific spot at the end of each work day





*Left: Portable refrigerated coolers are displayed by plant superintendent Bob White. Fancy housing has been removed from these units to permit use of metal pipes to better direct the cool air to each of the flatwork feeders. Right: The wash line consists of six 200-pound and one 400-pound washer-extractors set back to back with a set of smaller washers which together are said to produce 3,200 pounds of commercial and 1,000 pounds of family wash per hour*

THE NEW Desert Hand Laundry in Palm Springs, California, is unique in many ways. For one thing, it operates in the heart of a desert where summer temperatures often reach 130 degrees, and average 115 degrees many months of the year. The blowing sand alone would seem to make a laundry operation impractical. Sufficient water for a laundry's needs would appear to be a real problem, to say nothing of the job of obtaining (and retaining) employees.

Actually, plantowner George Ripley has solved most of these problems. Heat, for instance, was reduced by properly insulating the roof of the new building. Blowing sand is no problem since there are no windows in the new structure, and doors are kept to a minimum. As for the water needs in an area that boasts only half an inch rainfall per year, there is plenty available from the nearby mountains as well as from underground.

Labor is no problem since most employees are wives of men who follow the resort trade as waiters, bartenders, bellhops, etc. As the Palm Springs season nears its end there is a gradual exodus of employees which nearly matches the drop in laundry business to a summer low. The situation is reversed in the late fall so there is seldom a labor shortage, and seldom any need for layoffs at other times.

Until a year ago Desert Hand Laun-

dry was located in the downtown section of Palm Springs. Need for new quarters was apparent as business increased, so the present site was selected at a spot three miles out of the city and away from certain local building restrictions.

The nature of the business called for utmost care in the construction of the new plant. Most laundry installations are built for facilities to handle a steady volume of business. Not so at Desert Hand Laundry. Volume here shows an increase of 300 percent each week as the tourist season progresses, and drops at the same ratio as summertime approaches. During the season, the volume increases as much as tenfold over the summer business. To provide facilities to handle the boom periods it was necessary to plan with great care.

The first step was to have scale models made of every piece of equipment that would be used in the new building. These were made up by a plastics company from specifications furnished by the equipment manufacturers. Made of Lucite and painted white, the set of models cost \$400 and, according to George Ripley, were worth every cent of the cost.

Next, the plastic models were arranged and rearranged on sheets of standard graph paper until management felt the position of each piece of equipment was adequate to handle any foreseeable production problem.

There were even model baskets and trucks to complete the picture. With everything in position, pictures were taken from above to show the layout against the graph paper, and from this the width and length of the new building were determined. The picture eliminated the need for the usual architect's and engineering fees.

Constructed of galvanized metal sheets, the building is 100 feet wide and 180 feet long, with no ceiling support posts to interfere with workflow in the entire area.

The roof is insulated with glass wool, backed with aluminum foil which so far has eliminated the problem of condensate collecting inside the insulation. Along the length of the 32 foot-high roof peak are positioned sixteen 36-inch revolving ventilators to draw off heated air. There are no windows, and only two 20 foot-wide doors on the sheltered side.

Adequate lighting is achieved by using vapor lamps instead of conventional light bulbs. These lamps have a rating of 750 watts and are guaranteed for 15,000 hours use. Operating on 220 volts, they are felt to do a better job at less cost than even fluorescent fixtures, and are positioned higher off the floor.

No attempt is made to cool the entire room, although evaporative coolers contribute a certain amount of washed air to the area. Actually, indi-

*Continued on page 39*

# LET A PROFESSIONAL GET RID OF

How do I streamline my washing formulas?  
Can't I eliminate bleach damage?

Rust is a problem, too!

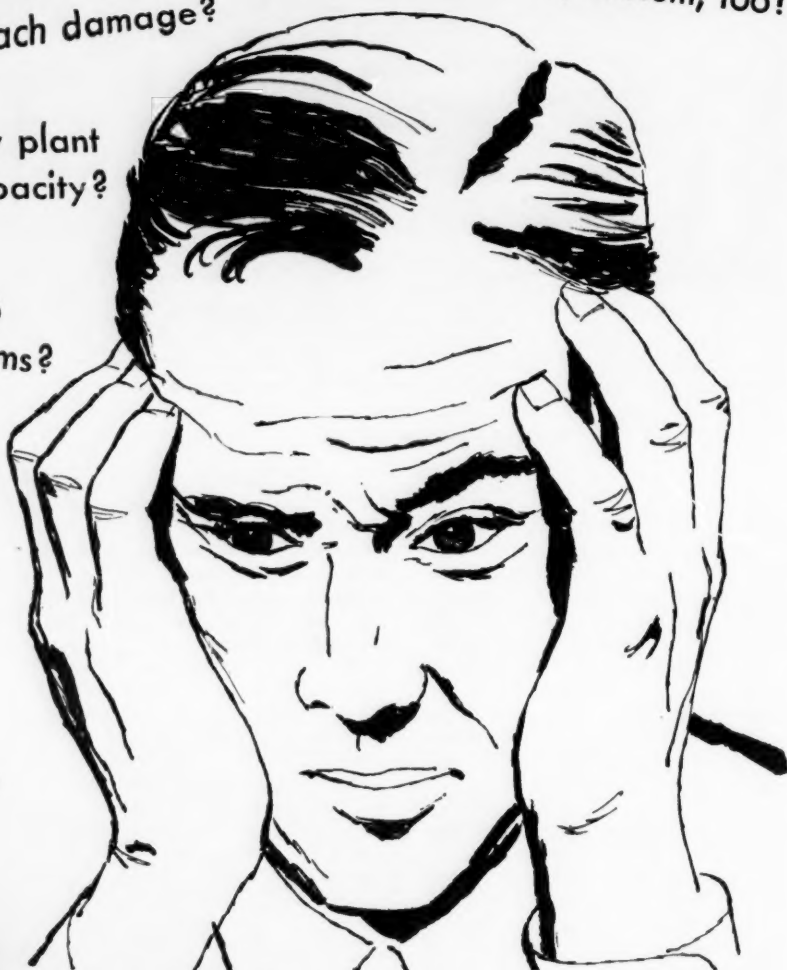
How can I keep my plant  
running at peak capacity?

What can I do to  
correct water problems?

How about my  
hot-water problem?

Wish I could control  
use of supplies!

I've got to reduce  
my rewashes!



**Your  
Wyandotte man  
offers top-quality  
products for every  
washroom need!**

## **APACHE®**

Wyandotte's CMC-promoted alkali especially for heavy-duty stain removal. Excellent for linen-supply and shirt laundries. Permits cold-water rinsing. Top quality at low use-cost!

## **OR ARLAC®**

CMC-promoted alkali for maximum whiteness retention. Especially developed for commercial laundries, hospitals, hotels. Can be used without soap on the break. Allows cold-water rinsing.

## **RINTEX®**

- Wyandotte's all-purpose built-soap can be used alone for sparkling work, faster washing and rinsing action, easier ironing!
- CMC-promoted RINTEX can be added dry to the wheel.

## **OR SKORTEX®**

- CMC-promoted synthetic detergent completely replaces soap, gives maximum soil suspension even in hard water! Cuts fuel costs, too, because it allows you to rinse in cold water!

# YOUR WASHROOM WORRIES!

**I**T'S A BIG job running a laundry, and nobody knows it better than **YOU!** You've got your hands full attending to the necessary management and selling functions—without worrying about washroom problems. That's where Wyandotte can help you!

## A qualified professional

Your Wyandotte service representative is a professional washroom technician—trained to solve your washroom problems. He has the products, the experience, and the know-how to make your washroom run like clockwork!

## Saves you money; solves your problems

For example, he can often save you money by

reducing rewashes, by cutting fuel and water bills, by helping keep your washroom running at peak capacity, or by developing the most effective formulas for your classifications. In fact, he can help you in many different ways.

## Call him in!

Why burden yourself with washroom worry? Turn your problems into profits by letting a Wyandotte professional take over. Remember, too, that he's armed with top-quality products, research-developed to meet your exact requirements! Contact him or a Wyandotte jobber today! *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Nietos, California. Offices in principal cities.*



# Wyandotte CHEMICALS

## J. B. FORD DIVISION

*Specialists in Laundry Washing Products*

### RAYLENE®

Special brightener-sour shortens washing formulas, makes white and color work brilliantly bright! Free-flowing; high alkali neutralizing value; can be added dry to the wheel!

### OR KLERA-CID®

This all-purpose sour has excellent rust-removing characteristics; offers high alkali neutralization and stain removal. Safe on all colors — easily adapted to all formulas.

### HALOX®

- Wyandotte's organic dry bleach has an effective, built-in safety factor that means longer life for linens; has excellent stain-removal action; greatly reduces tensile-strength loss!

### RIDDAX®

- This complete washing compound adsorbs loose dyes, and is ideal for all color work! Brightens colors, simplifies fugitive classifications. Excellent for shag rugs, sport shirts.

### COTE

- Completely soluble fabric softener. Add dry to the wheel. Puts smooth sheen on flatwork. Prevents rolling. Fluffs out towels, diapers. Eliminates static in synthetic fabrics. Gives luxury feel to no-starch shirts.

### PRIMARY SIZE\*

- CMC-promoted. Use dry to the wheel, or cook, as desired. Conditions fabrics to resist soil penetration. Reduces extraction time, speeds up production. Garments stay whiter longer!

\* Trademark

*isn't*  
**PROFIT**  
*your prime  
 objective?*

Speed Queen's sensational rise to top position in the coin-operated laundry field is due to *leadership in the 3 basic ingredients that produce profit*. Here they are:



**A Faster, Shorter Cycle . . .** that *attracts* more customers . . . and handles at least 50% more business with the same investment.



**Cleanest, Whitest Wash Offered Anywhere . . .** produced by Speed Queen's famous bowl-shaped tub and agitator principle with popular top loading. Speed Queen's superior washing quality *holds* customers . . . keeps 'em talking favorably. (Safety lid lock has been added as a new feature.)



**Most Trouble-Free Machine . . .** in the entire industry. Which means lowest maintenance cost. When servicing IS necessary, easy accessibility of all major mechanical assemblies saves time and labor.

**There it is . . .** the 3 basic requirements that assure big coin-laundry profits wrapped in *one* commercial automatic washer . . . **SPEED QUEEN**. Why settle for less?

For complete details: Fill out and address this coupon to

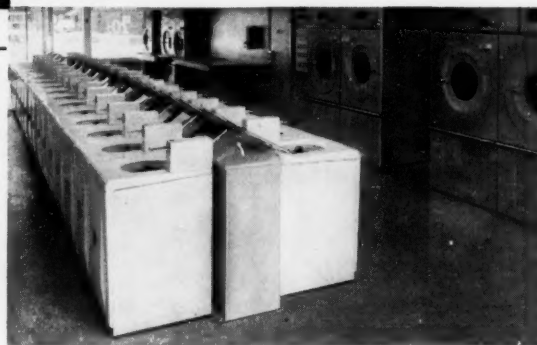


Commercial Dept. J  
**SPEED QUEEN**  
 A Division of McGraw-Edison  
 Company, Ripon, Wisconsin

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_





Continued from page 35

vidual workers in the various hot spots are cooled by air from refrigerated coolers at their stations. There are about a dozen of these units around the plant ranging from 1 to 2 tons capacity.

Thanks to the three-dimensional model layout, it was easier to install the service lines in the concrete floor. Even the hot water and the steam lines are under the floor, insulated by filling over their trench with a material resembling coal dust, which hardens at around 200 degrees F.

Palm Springs, with a permanent population of 10,000 residents, swells to between 60,000 and 70,000 during the winter season. An additional 12,000 tourists crowd in every weekend. Seventy-five percent of Desert Hand Laundry volume is commercial; the remainder is family laundry. Outside laundries come from as far as 125 miles away to serve the town's needs. No motels are allowed in the city and a recent listing shows there are a total of 347 hotels within the city limits, with more under construction. A motel, according to the city code, "... is an establishment where occupants are permitted to park their cars alongside, or near, their rooms. ..." (There are a lot of one-story hotels here.)

The plant operates with a crew of 80 productive employees in the winter months, and half that number during the summer. Located on the edge of the Coachella Valley, a part of the Colorado Desert, Palm Springs is sheltered on the west by the 11,280-foot San Jacinto Mountains which block the coastal clouds and rains. This results in a fabulous winter climate.

Until five years ago the laundry had use of water from these mountains. It had a hardness of only 2 to 3 grains. The first water softener was installed two years ago when well water of 8 grains came into use. According to George Ripley, there is an abundance of water here, since the city sits over a huge underground reservoir.

Incidentally, the laundry operates two shifts each day, seven days a week, during the tourist season which runs from November through April. Production averages about one ton per hour through the modern washroom in linen supply work. The new plant has been operating just a year.

The latest addition to the services offered here is a small coin operation located near the highway at the front of the property. Located three miles from town, it attracts business from several housing developments featuring \$12,000 homes. There are 20 top-

loading washers, with room for 10 more if necessary. Operating 24 hours each day, it reached a gross of \$110.10 in its third week . . . which is just a tenth of volume expected during the winter months.

About \$500 was invested in radio spot announcements and half-page newspaper ads that appeared three days before the coin-op opening. Direct mail was used to reach the owners of the smaller hotels not using the firm's linen supply services. This mailing explained the self-service features of the new facilities available 24 hours a day, enabling them to save money by doing their own laundry. In this way they could quickly launder

### SELF-SERVICE TO PACKAGE PLANT—Continued from page 24

this minimum volume was exceeded. Therefore, I paid rent on the 26-cent retail price of the shirt and not on the 5-cent net that I made.

Now, these remarks are not to be considered a criticism of the rental arrangement. The rent is somewhat higher than that of other good locations; but if you consider that you also get a certain amount of protection from excessive competition, then the rent is equitable.

About the third year of operation, I reached a stalemate. I didn't know just what to do next to increase volume and to increase operating profit. . . . AIL has been a guiding light for me ever since. Now, this may sound like a corny testimonial, but I am sincere about it. . . .

Just before my lease expired in 1955, I went to the landlord or the developer to discuss the possibilities of a new location. I expressed the desire to be in a location where autos could drive up to the laundry. They said that they could build a building directly behind the location I had. This building would be adjacent to one of the largest food marts in the Chicago area. This was the opportunity I was waiting for.

I moved into my new location in March of 1956. The building is 87 feet long and 30 feet wide. *The whole 87-foot length faces the street, and about three-quarters of this wall is in plate glass. Approximately 3,000 families a week in their cars form a line in front of the laundry to pick up their groceries.*

I began to plan how I could use this location to the utmost advantage. Three things stood out in my mind that would make this the complete and ideal package plant in my community:

bedspreads, washcloths, hand towels, etc., that are normally in short supply in such establishments.

Free coin-op service was advertised for the opening day, and in some ways it backfired. One hotel proprietor showed up with enough work for 20 machines, and had to be restricted to only four. All in all, however, the opening day was quite a success.

After one full year of operating at the new location Desert Hand Laundry has shown an increase in volume of 32.52 percent. Most of the increase seems to stem from the faster service customers are getting through the more modern facilities. And Palm Springs is growing as never before. □□

1. To establish a truck route.
2. To offer a drycleaning service.
3. To establish a shirt department with my own equipment.

The equipment was substantially the same as I had before. *The important additions were a 2-girl cabinet shirt unit and a 60-pound open-end washer. I continued with the 9-pound washer because I think that these machines have come to mean fast, personalized service to the American public.*

In order to carry out my expansion program more rapidly and more efficiently, I took in an associate in the business. This man established a truck route for me that is now among the best in the Chicago area. My associate is now in the plant as assistant manager and route and shirt department supervisor. . . .

How much business are we doing? To give you a dollar-and-cents figure would not mean too much, since prices vary widely from one section of the country to the other. Possibly it would be more comprehensible to you if I gave you pounds and units.

In our shirt department our volume now is about 2,500 shirts a week. We get 28 cents for our shirt, and we run a special every Thursday and Friday—four shirts for 98 cents.

In the laundry department we process about 7,000 pounds a week. Half of this is in three-quarters-finish bundles and the other half in fluff-dry bundles. In addition to this, we process about 1,800 towels a day for two high schools in the area. The towels bring the total poundage to about 9,800 pounds per week. Our drycleaning volume is about 580 garments per week. □□





# OUR PRODUCT IS PROSPERITY

## Which of These Men Are You?

You are probably *all* of them, if you are the average cleaning-laundry plant owner and operator. Because we recognize this, we are prepared to help you in each and every role.

Large or small, each plant owner is important to Prosperity, to the industry and to the economy of our country.

Prosperity's interest stems from research findings which challenge every manufacturer. Prosperity has accepted this challenge openly.

We are interested in your business, for we have researched your needs and are using them as guiding principles of engineering design, and of the services we offer.

We have complete faith in the unlimited future for plants like yours. Factors such as the tremendous growth in population, larger wardrobes, new fabrics, the trend toward finer, cleaner clothes are all indications of the growth potential of the laundry and dry cleaning industry.

Call Your Prosperity Man.

*The* **PROSPERITY** *Company*  
DIVISION OF WARD INDUSTRIES CORPORATION

*Inch-square colored patches are cut into appropriate patterns and stored in poly containers to be used as needed*



## Match the Patch System

*... for better linen control  
in institutional plants*

By **HARRY YEATES**

COLORED PATCHES of various designs used in conjunction with a departmental quota system have helped maintain adequate linen inventories at the Holy Cross Hospital, Chicago, Illinois.

When laundry manager Arthur Price took over the department in April of this year, he revamped some

X-RAY		E.R.		CANCER LAB		PHYSIOTHERAPY	
LAB.		PHARMACY		CENTRAL SUPPLY			
5 TH SURGERY	3 RD SURGICAL NURSING	4 TH O.B.	4 TH D.R.	4 TH NURSERY	2 ND MEDICAL NURSING	2 ND PEDIATRICS	KITCHEN
RED	BROWN	ORANGE	GRAY	GREEN	BLUE	YELLOW	

Chart of Holy Cross's Linen Identification Code





*Patches are affixed to linens with heat-sealing device at 400°F. which does the job in 12 seconds per patch*

of the linen policies which had caused an unbalanced inventory in many parts of the hospital.

Up until that time, linens had been identified with stenciled numerals to designate the department for which they were intended. After repeated washings, however, the marks became illegible and the effectiveness of the system was impaired. Linens were returned to the wrong departments and shortages were made up simply by borrowing from other departments.

To remedy this situation, Mr. Price developed a color-patch system of identification and set up a linen quota for each of the institution's 15 departments. This necessitated increasing the linen inventory by some 25 percent, but since each department will have enough linen to last one full week, laundry operations will be reduced from a 6-day to a 5½-day work week.

Mr. Price's patch system makes use of heat-seal tabs. They come in seven colors—green, blue, yellow, orange, red, gray and brown. When affixed to linens, the color and patch design—circle, square or triangle—identify the department to which they belong.

The patches are guaranteed fade-resistant and are affixed to any type of linen with a heat-sealing machine. On large items, such as sheets, an identifying patch is placed both at the head and bottom of the sheet. This makes for faster, easier sorting. One patch is applied on all smaller items.



*Sorting girl checks patch on corner of each finished item and places work in storage cart bearing similar code mark*

The color-code identification system cost about \$500 to install.

As the work is processed, one girl notes the patch and places the linens into appropriate carts which are identified with the same color and patch design code.

The present carts carry about 150 pounds of work but these will soon be replaced with metal carts capable of carrying up to 400 pounds of work at a time.

The plant is currently processing about 5,000 pounds of work per week. But this will be increased next year when the hospital facilities are enlarged from 200 beds up close to 500 beds.

Storage bins in each department are being revamped to take care of the additional linen inventories which will soon be supplied.

Extra linens for each department will be stored in a central linen supply room beneath the laundry. In the past, linens were often rushed directly from the press or ironer to whatever department needed them.

Another step in better linen control has to do with the policy of replacement. In the past, each department used its own discretion as to whether or not certain linens should be replaced. Now Mr. Price will have the final say regarding salvage or replacement. □□



*Plantowner Joseph Carlo (front row, third from left), who spearheaded marina building, beams as Chamber of Commerce president William Hubbard hands lease to land and marina to Mayor Kenneth S. Sheldon, front right*

## Investing in Better Public Relations

Modern Craft Laundry sets aside funds for community projects in Schenectady

THANKS TO THE EFFORTS of laundryman Joseph Carlo, the city of Schenectady, New York, this year gained a downtown marina to be used as a stopping-off point for thousands of yachtsmen traveling up and down the Mohawk River.

Mr. Carlo is the owner of Modern Craft Laundry in that city and was the leader in the Chamber of Commerce movement to build the marina.

It all began in 1956 when the Chamber formed a subcommittee to explore the possibility of developing the city's waterfront to fully realize the potential commercial and recreational benefits that could be derived from the area.

The preliminary study revealed that during the yachting season an average of 45 cruisers passed by Schenectady weekly on the canalized and scenic Mohawk River traveling to and from Miami on the south and Detroit on

the west. The cruisers carried between 2 and 12 persons but none of them stopped because there was a definite lack of boating facilities along the entire length of the Barge Canal system. With the popularity of boating on the upswing, the investigation seemed to be in order.

Mr. Carlo, who chaired the river-front development subcommittee, noted that there was a natural basin protected from river traffic wash right in the heart of the business section of the city. He proposed that the local merchants, in cooperation with local industries, build a marina (dock facilities) which would bring more business to downtown Schenectady not only from yachtsmen, but also from visitors and spectators such a marina would attract.

The proposal made in March of this year called for a guest marina to be composed of six docks capable of serv-

icing 10 average-size yachts. The merchants were asked to underwrite costs of construction and of erecting signs which would call attention and direct river travelers to the facilities.

After making the proposal Mr. Carlo collected the money and materials and directed building. The marina was ready by the middle of May and turned over to the city for operation the same month—just two months after the proposal was made.

(One of the unusual features of the operation is that visiting boaters pay parking fees by means of regular auto parking meters installed on the shore.)

Mr. Carlo has been a member of the County Water Resources study committee for the past four years. This committee includes a professor of geology from Union University, the city manager, the Engineer and Water Department superintendent, and representatives from the General Electric

—AT H & H QUICK COIN LAUNDRY, DETROIT...

# These 20 FRIGIDAIRE washers do **60 PAYLOADS AN HOUR!**



Here's how H.C. Cuddeback adds up  
the score on Frigidaire Washers:

"INVESTMENT . . . HALF OF THE  
EXPECTED AMOUNT;  
SPACE REQUIRED . . . HALF;  
PROFIT . . . DOUBLE."

"This coin laundry business is o.k. — fastest profit success I've ever had," says Mr. Cuddeback, owner of H & H Quick Coin Laundry, Detroit, Mich.

"And, Frigidaire washers get the credit. Customers tell me Frigidaire washers do **everything** better and twice as fast."

**Frigidaire Washers do a volume job like this in coin laundries everywhere. They can do it for you, too! Get details from your Frigidaire Distributor or District Office. Or write Dept. #4204, Frigidaire Division, Dayton, Ohio.**



PRODUCT OF GENERAL MOTORS

## *Full cycle... 18 minutes!*

That's half the usual time. Yet, exclusive Frigidaire 3-Ring Pump Agitator action bathes deep dirt out **without** beating. Lint is removed automatically—no filter to clean. And Frigidaire Washers spin out **more** water. That means faster, more economical **drying!** Yes, H. C. Cuddeback—and his customers—prefer Frigidaire washers. What's more, they say so.

**FRIGIDAIRE ADVANCED APPLIANCES...  
DESIGNED WITH YOU IN MIND!**



*Modern Craft's float was one of the most striking participating in Schenectady County's 150th anniversary this summer. An estimated 1,000 spectators took pictures of it as it went by*

Company and Alco Products, etc. Mr. Carlo represents this group as a member of the Board of Advisors of the National Rivers and Harbors Congress meeting at Washington, D. C. At the present time, he is exploring the possibility of developing waterfront lowlands in Schenectady into a 260-acre park.

In addition to these activities, Mr. Carlo belongs to the Kiwanis and is a director on the board of the Boys Club. He is very enthusiastic about his civic work and firmly believes that all laundrymen should participate in

all kinds of community projects to make their presence felt.

He believes so strongly in the value of this kind of "living" public relations that he sets aside the bulk of his annual advertising budget to help support worthy community projects.

"My budget," he says, "is 2 percent of my gross business, or roughly \$2,000 a year. Of this, I use \$500 in spot newspaper and radio advertising. And the balance for various civic activities."

Late this summer, when Schenectady County celebrated its sesquicen-

ennial, Modern Craft participated by entering a 26-foot float in the parade. The float theme contrasted the old and new way of doing laundry. The old way depicted a washerwoman with tub, hand wringer and a long-handled pump which actually pumped water.

The back of the same float depicted the new way, showing a modern call office scene with a 4-foot fountain as decoration.

Mr. Carlo estimates that more than 1,000 of the 100,000 people viewing the parade took pictures of the float and regards this as a nice way to get his message into the home.

As you can see, Mr. Carlo does more than just contribute money to these projects. He really gets in and backs them up with a lot of personal promotional effort which seems to come easy for him, probably because of his training. He started out in the laundry industry at the age of 17, driving a horse and wagon. Eventually he became general manager of the American Coat and Apron Supply Company.

In 1945, he purchased the Modern Craft plant as a speculative investment, intending to modernize the operation and then resell it. But the revamped plant did so well that he left Central to operate Modern full time. No small part of this success, he feels, can be attributed to his efforts to make his community a better place in which to live. □□

## Californians Hold Joint Meeting

IT WAS THE FIRST time that the California Laundry & Linen Supply Association and the California Drycleaners Association ever held a combined meeting and it turned out to be some show. More than 400 plantowners met at the Thunderbird Hotel, Las Vegas, October 9-11, for an enjoyable three days of informative talks by leaders in both fields.

Principal speakers were "Bill" Boyd of Emery Industries; C. D. Baxstresser of Goss-Jewett & Co.; and Art Christopher, past president of AIL, from Vancouver, B. C. Chairmen of the meetings were George A. Nelson and John E. Brittain, presidents of the two associations.

Bill Boyd tore into those who are content to be just average. He insisted that present conditions are normal,

that competition will continue to be tough, and that the emphasis should remain on sales.

Bax Baxstresser was off and running on his favorite subject—packaging. It is his theory that service industries, as a whole, use packaging materials which are so similar that the customer sees little distinction between them. He urged the members to personalize their products with a sort of trademark

on the package to make their efforts stand out from the rest.

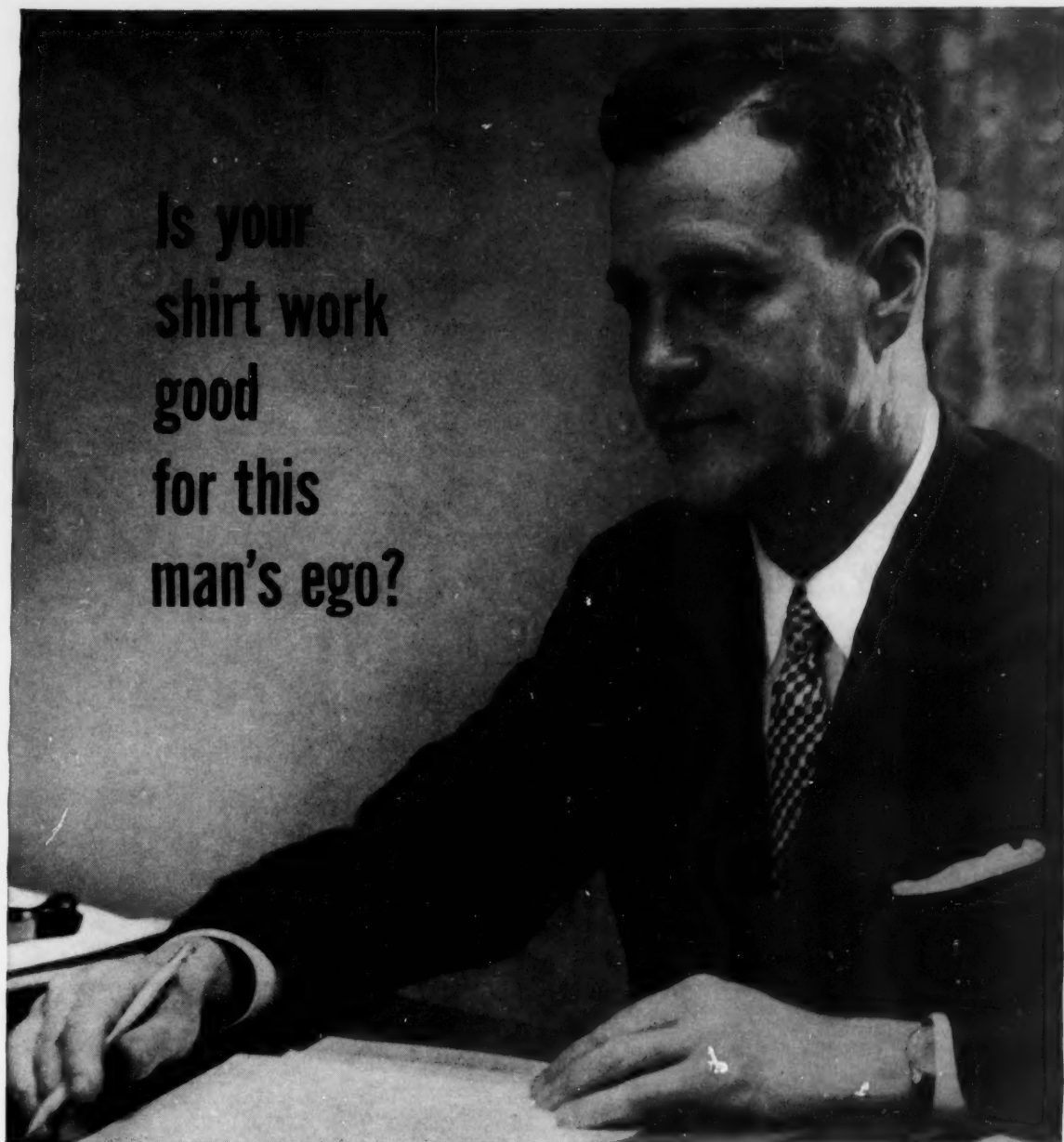
Art Christopher gave a history of his operation and how many plants were bought in order to be able to offer a greater number of services to patrons. He opposed price cutting and felt that plantowners gave their customers the wrong impression when they offered trade stamps and other gifts to get business.—Lou Bellew



*Golden State launderers and cleaners hold their first formal meeting together*



Is your  
shirt work  
good  
for this  
man's ego?



The well-dressed man derives a feeling of confidence from his wardrobe. Why start his day off wrong with a shirt not laundered to his taste?

More and more professional laundries and cleaners are relying on Huron Instant Starch or Velvet Rainbow® Starch to provide the high degree of performance that discriminating customers want. And Huron starches

are easier to use. Huron Instant Starch, for example, dissolves readily in hot or cold water, requires no cooking, yet meets the same standards of quality that you have come to expect in Velvet Rainbow. When you specify Huron you can be sure of the best. Whether you say H.I.S.® or Velvet Rainbow, you are ordering a starch designed for the professional laundry.

*Write to Hercules for the name of the nearest distributor of economical Huron® commercial starches.*



Huron Milling Division, Virginia Cellulose Department

**HERCULES POWDER COMPANY**

INCORPORATED

900 Market Street, Wilmington 99, Delaware

VH59-7

November, 1959





Painted flowers and cut-out butterflies (on canopy) give fresh appearance to remodeled building. New canopy is dark green with white lettering; accent stripes of orange color are seen on white brick support columns

## How To Get Off to a Fast Start!

*New drive-in does nearly \$3,000 first week  
thanks to specials and many other attractions*

By LOU BELLEW

A NEW DRIVE-IN attracted over 1,000 new customers in its first week for a total laundry and drycleaning volume just over \$2,800. Most surprised of all was the owner, Jim Foasberg, who had anticipated a total of perhaps \$500. That would have been indication enough that the new location would be a success. Business to the tune of \$1,600 was tallied for the first three days operation.

Foasberg Drive-In Laundry & Cleaners is an established name in Long Beach, California, and the original plant is still operating at near capacity in the Signal Hill district. The new carhop plant is located across town at the edge of an older residential area that is rapidly being converted to apartment dwellings, a main factor in the choice of the new location.

A building at the intersection of two main thoroughfares has been completely done over. What had been a dilapidated old open-air vegetable market has been turned into an attractive laundry and cleaning plant. Big glass panels have replaced the unsightly old doors, giving motorists a complete view of the colorful interior.

**NEW!**

**Foasberg**  
DRIVE-IN LAUNDRY & CLEANING  
**belmont** BROADWAY at REDONDO

A STATEMENT OF POLICY...

Our beautiful new "Flower-Fly" Drive-in at Redondo and Broadway will be open from 6 A.M. to 9 P.M.—and even offers fast laundering and cleaning services on Saturdays!

SHIRT THRESHING is done before your eyes on the most modern equipment by skilled operators... packaged in only for promotion and offering convenient "Flower-Fly" laundering.

DRY CLEANING features the famous nationally-admired quality, personally finished to your own preferences. Cottons are always used.

LAUNDRYMAN PLUS offers buff and fold service in one hour PLUS ironing of sheets for only 3c each, pillow slips for 3c, table cloths for 5c.

"Flower-Fly" delivers LAUNDRING for anything washable presents a new standard in laundering.

SHIRTLESS for service in seconds, by customer, quick carhop pick up with rapid plate recovery and NO EXTRA CHARGES! (even on Saturdays!)

**FREE! 10 BULOVA TRANSISTOR RADIOS!**

**NEW!**

**Foasberg**  
DRIVE-IN LAUNDRY & CLEANING  
**belmont** BROADWAY at REDONDO

OPENING SPECIALS—for two weeks only!

**1¢ SALE**

SHIRTS, Men's or Ladies', Machine Dry Cleaned  
1st garment regular price, 2nd for .1c

SWEATERS, not decorated, Machine Cleaned  
1st garment regular price, 2nd for .1c

SHIRTS, dress, Poly-Fab constructed finishing  
1st shirt regular price, 2nd for .1c

PLUS: Free Gifts, Pillows, Ironers... PLUS!  
Wool Shirts \$1.29 - King \$1.99 - Electric \$2.49  
DRIVE-IN CARHOP SERVICE 6 a.m. to 9 p.m.  
Fast Laundry and Cleaning Service  
EVEN ON SATURDAYS!

**FREE! 10 BULOVA TRANSISTOR RADIOS!**

Penny sale, gifts and free prizes were part of the grand opening celebration which attracted more than 1,000 new customers to the new drive-in plant. Note butterfly design which has become a sort of trademark for this plant

Inside and out the building has been painted pure white. The eight big brick roof-support columns along the front are painted with vertical accent stripes of deep orange, for a touch of color.

The L-shaped building sits on a 50-by-150-foot-long lot nearly 30 feet

back from the road, affording sufficient space for a drive-through. A huge canopy extends from building to sidewalk about the middle of the drive. Inside measurements of the building are 21 by 150 feet with a 30-foot-wide room out to the sidewalk at the far end of the lot. A com-

plete laundry and drycleaning service is offered, except on flatwork which is processed at the main plant.

Jim credits Bob Place with helping tremendously in the development of an advertising program that exceeded all expectations. (Bob Place is better known as the secretary of the California State Launderers Association.)

Jim Foasberg's love for color and flowers has long been apparent in everything connected with his laundry and drycleaning operation. For the new plant promotion it was decided to appeal to the housewives with advertising that would somehow create a feeling of daintiness as far as cleaning and laundry service was concerned. To establish this light, airy corporate image in the minds of the ladies, it was decided to center the campaign around butterflies in all colors. As a result every newspaper ad, and every piece of advertising matter, including billboards, featured butterflies from then on.

Ten bus-stop bench ads were acquired in the new trade area, and eight miniature billboards were set up to announce the opening day. Four-column 8-inch newspaper ads were used in the local daily paper, also in two local throwaways on opening day. Four-page pamphlets were made up with duplicates of the newspaper ad, and 15,000 of them were put out in the new trade area. A one-cent sale on drycleaning was offered for the first two weeks.

For three weeks before the official opening the new employees were trained at the old plant. However, business grew so fast during the first

week it was necessary to hire additional help and train them right on the job. There is now a total of 18 employees in the new plant.

One of the greatest attention-getting features of the new plant is the lavish use of color in the interior, every bit of it visible from the street. For example, the shirt unit is pink, tumblers are lemon-yellow, wearing apparel presses are green, and the open-end washers are turquoise. All against a background of pure white walls. Even the boiler room equipment is all finished in turquoise. In the drycleaning department, wool presses are light blue and silk presses are light green. The steam-air unit is pink, speedrails are turquoise, as is the cleaning machine. Color, of course, was part of the planned program to appeal to the ladies.

#### Master plan speeds work

A general contractor was not used for the remodeling, since Jim found it was much faster (and about 15 percent cheaper) to handle that job himself. He used a master plan for coordinating the efforts of the various subcontractors, with specified times set up for each to perform his special job. Incidentally, no carpenters were employed on this project. All wooden fixtures such as shelves, counters, panels, etc., were prefabricated at a local cabinet shop at considerably less cost.

Plans for a big double-faced sign on the drive-in canopy had to be discarded when it was discovered a big billboard on the plant roof was pro-

tected from such obstructions by a long-term contract. This resulted in an even more attention-creating sign at the corner of the property. Because of technicalities it was necessary to support the plant sign on a pipe support that had a "jog" in it, to keep the sign from protruding out over the sidewalk and interfering with the view of the billboard. The jog also made it possible to keep the sign support out of the driveway.

The sign itself is unusual, topped by amber and blue flasher lights, and outlined in blinking yellow bulbs. In addition, the entire sign revolves and attracts considerable attention to the "screwy" pipe-support post. It has proved a better sign than the one originally planned for the canopy roof . . . and cost half as much.

During the opening weeks the drycleaning volume accounted for about three-fourths of the total business. At the moment, laundry and cleaning are about equal in volume, which has settled down to a steady \$2,000 per week. With the present equipment the capacity of the plant is estimated to be about \$3,000 per week in drycleaning and \$1,500 in laundry production.

Jim is naturally well pleased with his campaign for new customers. Although the promotion was not too elaborate nor too costly, it seems to have planted the desired corporate image in the minds of the housewives within the trade area. Their continued patronage seems proof enough that they are very receptive to color and glamor when it is properly applied to this industry. □□



*Inside-outside work counter has eliminated need for unsightly trucks and hampers in front of plant. Bagged orders are simply tossed into proper opening and fall beneath counter inside. Sliding covers seal openings at night*



*Empire Statesmen who will head up the organization during its 51st year, left to right, Executive-Secretary Jack Leahy, President William Eisenhardt, Vice-President Rolfe Scofield and Treasurer Karl Wilke*

## New York Celebrates Golden Jubilee

THE FIFTIETH convention of the New York State Launderers and Cleaners Association was a gala affair loaded with information and fun for all.

Some 185 persons turned out to commemorate the occasion during the three-day meeting at Scaroon Manor, Schroom Lake, September 24-27.

In keeping with the occasion, Morris Landau of Cummings-Landau, representing the Laundry and Cleaners Allied Trades Association, opened the program by extending congratulations to the association on its many years of service to the industry.

### Backward and forward look

Later, Arthur Schuelke and Henry Mozdzer, editors of *National Cleaner & Dyer* and *STARCHROOM LAUNDRY JOURNAL*, respectively, traced the history of the industries concluding with a look into the future.

But the program wasn't all devoted to reminiscing. There was lots of practical, up-to-date information to be had, too.

### Plantowners' panel

Norbert J. Berg, former general manager of the National Institute of Drycleaning and now with Staub Cleaners, Rochester, moderated the

plantowners' panel on current industry developments.

**Coin-ops:** Rolfe Scofield, Jr., Crescent-Puritan Laundry, Rochester, told of his personal experiences with two installations. He prefers neighborhood locations as opposed to shopping-center sites. And suggests being wholly within a racial district rather than on the borderline between two districts. He felt that cleanliness and keeping equipment in good repair were most important.

**Box storage:** Arnold J. Smith, Robinson and Smith, Gloversville, explained garment storage as promoted by his plant. The firm recently switched to a hamper-type box with good results. The charge is \$4.95 for the first box and \$3 for the second. All work is processed within three days of receipt and the customer is billed immediately. This gives the customer the opportunity to arrange weekly or monthly payments since the cleaning charges average \$20 per box. The route salesmen get 50 cents per box and \$1 for each one over last year's quota.

**Shirt rental:** Moses Abrahams, State Laundry, Hempstead, described his company's shirt program whereby a customer can rent shirts and have them washed and maintained at a cost

of 35 cents per week per shirt. The shirts are said to last at least 40 washings. State used to require a \$10 deposit to start this service but this has since been dropped for home pickup-and-delivery. The customer simply signs a shirt rental order which he can terminate at the end of six months by buying the shirts at \$3 each. A customer can also stop service during the summer by returning the shirts and agreeing to send the plant his sport shirts. At the present time the customers rent shirts as follows:

- 25 percent order 4 shirts
- 50 percent order 5 shirts
- 23 percent order 6 shirts
- 2 percent order 7 or more

During the course of a year about 4 percent of the shirt rental orders are terminated as a result of moving and death. The route salesmen get the regular commission on rental business.

**Charge accounts:** William Ritchie, Islip Laundry, Islip, cited the advantages of charge account selling.

George Isaacson, general manager, American Institute of Laundering, gave a detailed analysis of the industry, showing how some of the unfavorable aspects of the business were being offset by diversification, increased store outlets, coin-ops, climbing shirt volume, etc. The general economic trends, such as increased population, the teen-age market, working wives, rising standards of living, more research, also pointed the way to a brighter, more profitable future.

Other speakers during the first day's session included Robert A. Jones of the New York Telephone Company, on how to get the most out of a phone.

William T. Cruse, executive vice-president, Society of the Plastics Industry, told and showed the members what the society is doing to educate the public in the wake of the recent plastic-bag panic.

The members also heard plans for a regional advertising idea proposed by the National Institute of Drycleaning which would result in the appearance of a two-page ad in the *Saturday Evening Post* next February.

### New officers

William C. Eisenhardt of Octagon Laundry, Ridgewood, was elected president of the association, succeeding Paul J. Rickett, Sr., of Rickett's, Inc., Ballston Spa. Rolfe Scofield, Jr., was elected vice-president, and Karl M. F. Wilke, Wilke Laundry, Albany, treasurer. John H. Leahy remains as executive secretary.—Henry Mozdzer



# IT'S MURDER

what  
garage  
conditions  
can do  
to  
ordinary  
fender  
cloths!

but fender cloths of 100% ACRILAN\* live on and on...

Hot trouble lights, hot manifolds, corroding battery acid, grease and oil—this gas-house gang can't touch fender cloths of 100% ACRILAN!

Why? Simple. With ACRILAN, heat resistance, even scorch resistance is built right in. That's not all. Fender cloths of 100% ACRILAN also resist the bite of acid. Shed ground-in grease, grime and oil in the regular wash cycle. Go through countless launderings without shrinking, without stiffening, without weakening. Seldom need mending!

Naturally, the original cost is more, but on a cost-

wear basis you actually save money—since fender cloths of 100% ACRILAN will still be going strong after you've replaced your old-style fender cloths for the fourth time!

If you don't have these fender cloths, an investigation is in order. See for yourself how they can quickly up profits by cutting down on replacements.

\*Registered trademark of The Chemstrand Corporation for its acrylic fiber

## ACRILAN

Chemstrand makes only the fiber, America's finest mills and manufacturers do the rest.

THE CHEMSTRAND CORPORATION • GENERAL SALES OFFICES: 350 FIFTH AVE., NEW YORK 1, N. Y. • DISTRICT SALES OFFICES: 350 Fifth Ave., New York 1; 3½ Overwood Rd., Akron, Ohio; 197 First Ave., Needham Heights, Mass; 129 West Trade St., Charlotte, N. C.; California Office: 707 South Hill St., Los Angeles 14. Canadian Agency: Fawcett & Co., 34 High Park Blvd., Toronto, Canada • PLANTS: ACRILAN\* ACRYLIC FIBER—Decatur, Ala.; CHEMSTRAND\* NYLON—Pensacola, Fla.

# Canadians Hold First International Exhibit Show

MANUFACTURERS from at least four countries gave the first industry exhibit ever held in Canada a truly cosmopolitan flavor. Held under the sponsorship of the Canadian Cleaners and Launderers Allied Trades Association on the same dates as the convention of the Dry Cleaners and Launderers Institute (Ontario Region) of the Canadian Research Institute of Launderers and Cleaners, the event took place in Toronto, Ontario, October 22-24.

A sellout of some 40,000 square feet of booth space completely filled the beautiful new Queen Elizabeth Building in the Exposition Park of that city. The crowds were slow to materialize at first, but each day brought more and more visitors. Manufacturers of equipment generally reported that all machinery on display was sold on the spot. Among them were well-known producers from the United States, Canada, England and Germany. Total attendance came to over 2,000.

A well-rounded program of top speakers was presented by the DCLI. Headlining the group was Ancliffe Prince, editor of *Power Laundry and Cleaning News* of London, England. He made mention of the special contingent of about 100 plantowners he had organized for a charter flight from England to New York City. He stated that he and his party were in no sense here in the role of teachers, but definitely as students; to learn the techniques of Canadian and United States cleaners and launderers.

Mr. Prince said that there should be more and more interchange of ideas among people of different countries. It would not only help the busi-

ness of the two industries, but bring about a better understanding between the people themselves.

He suggested that the launderers of the British Commonwealth nations get together and pool their resources to start a trade school. This would insure enough trained people to keep the industry young and vibrant.

His words struck home. The next night at the banquet, Mr. Prince was introduced to the audience, as were the other persons at the head table. When his name was announced, Harry Fotheringham of Hamilton, Ontario, rose to his feet and presented Mr. Prince with a check for \$1,000 as his contribution to get the school started. Within seconds, others in the audience rose and made pledges and turned in their checks. Most were for a similar amount. In all some \$5,700 was accumulated on the spot and more will surely follow.

Among other important addresses was one given by Albert Johnson of the trade relations department of the National Institute of Drycleaning. He discussed the progress of the work of his department in bringing about better understanding between garment and textile manufacturers and the drycleaning industry. For example, the American Standards Association is setting up basic standards for some 72 different types of fabrics as a direct result of the NID's work. This is the first time such a thing has occurred, after 10 years of effort by the NID.



The trade show opened officially with a ribbon-cutting ceremony conducted by John Clinton, president of CLATA, and Dr. Matthew Dymond, Minister of Health for Ontario



LEFT—A traditional bagpiper leads the honored guests to the head table for dinner. RIGHT—The derby-hatted gentleman is Lorne Gibson, retiring president of DCLI, who congratulates Al Wright, his successor to office

Mr. Johnson mentioned the National Claim Adjustment Code that will surely come about some day. This will help establish the true value of a garment for which a claim has been filed as well as help determine whose fault it is that damage occurred. Thanks to the efforts of the NID, most manufacturers today use similar test methods, which at one time ranged all over the lot.

The third day of the program the registrants were treated to two fine talks, by Jack Ireland of Caled Company, and David Wallace, president of the American Institute of Laundering. They discussed weird problems in the cleaning room and in the laundry.

A pre-exhibit banquet was held for the exhibitors by the CCLATA. Participants were thanked for their support and advised that similar shows will probably be held at intervals of

four years, on the pattern followed in England.

The day before the regular meetings, the AIL held a round-table discussion at the convention headquarters in the King Edward-Sheraton Hotel in Toronto.

Eight members of the AIL board of directors discussed various subjects including the use of coupon books, how to launch new plant openings, truck operating costs, coin-operated laundries, and control of direct costs. Also discussed were control of management's time and use of weekly production and cost figures.

Participating were Arthur Gelnaw, District 11; James Foasberg, District 4; Victor Dalgoutte, former AIL president; John Slick, District 8; Kenneth Roberts, District 6; Duane Lawrence, District 5; John Monahan, District 1.

Each panel member told of his own experiences with the various subjects

assigned. Mr. Slick gave the history of the several coin-ops he opened in Fort Wayne, Indiana. There was no set formula for success. He pointed out that one of his plants was put in a lower-class neighborhood, many blocks removed from the higher-income homes. Lo and behold, the wealthy folks were driving down to the plant to take advantage of the service!

Mr. Dalgoutte told of the savings his firm realized by switching its truck equipment to the new type "compact" vans. Mileage and maintenance have been slashed in half.

In an evening session, David P. Wallace, Jr., president of the AIL, gave a talk on the NID national public relations program. He urged all plantowners to get behind the drive and to tie in with a local public relations promotion at the same time.

—Art Schuelke

## British, Americans Exchange Visits



AIR TRAFFIC across the Atlantic this fall was particularly heavy with junketing laundrymen. Americans were flying to England and Englishmen were flying to America and in the wake of these reciprocal visits there is no doubt that closer technical and social ties have been formed between the laundry industries of both countries.

In the topmost photo is the group of American launderers and their wives shown upon their arrival at Heathrow Airport near London during the early part of October. Besides sightseeing, the laundrymen visited a number of laundries in Britain.

The "reciprocal" visit (see bottom photo) to the United States was made later in the month by this planeload of nearly 80 British launderers, shown debarking from their chartered plane at International Airport in New York City.

Led by Ancliffe Prince, editor of *Power Laundry & Cleaning News*, the group's main objective was the Canadian Exhibit-Show in Toronto. Preceding and following that event the group toured laundry and drycleaning plants in New York, New Jersey, Washington, Pittsburgh and Rochester, as well as NID headquarters in Silver Spring, Maryland. □□



The Quartermaster panel on laundering and drycleaning included, left to right, James Moore, James Jennings, Edgar Weinstein and Olin Ashby. Each gave a short talk and answered questions from the floor.

## QM Meeting on Laundering

THE 1959 QUARTERMASTER Association convention, which took place at the Statler Hilton Hotel, New York City, October 14-16, once again featured a session on laundry and drycleaning operations to clarify policies and procedure.

The panel for this year's session included Edgar Weinstein, *Linens of the Week*; James Moore, American Laundry Machinery Company; Olin Ashby, Chief of the Quartermaster's Laundry Division, and his assistant James Jennings.

Some of the facts coming out of the meeting, attended by some 30 interested civilian and military delegates, were these:

- The Army at the present time operates 38 laundries and 11 drycleaning plants in continental United States, not including Alaska. But the Army does not consider itself to be in the laundry and cleaning business; it is just rendering a service to personnel.

- The Army's policy has always been to have its work done by local commercial laundries where the service is available at reasonable cost. "Reasonable" meaning not higher than Army laundering costs.

Every effort is made to get a fair price comparison by including such costs as advertising, insurance, water, etc., in the Army's figures. The only

cost that is *not* figured in the Army's accounting is profit.

While this comparative costing is understood at the higher administrative levels, there have been instances at the lower levels where laundry managers have not appreciated all the cost factors involved in negotiating with local commercial establishments.

- Local laundries and cleaners usually fail to get Army business because they do not have sufficient production capacity to handle the work or because prices are too high. One-year contracts do not encourage them to increase their production facilities.

- Commercial plants also do themselves a disservice by offering low rates to get government contracts the first year and then subsequently raising prices the second year round.

- The Veterans Administration has four times as many laundry installations as does the Army. Preliminary reports on test cases where VA hospital laundries have been shut down and work turned over to commercial operators indicates that quality and service of the latter are generally good, but costs run *higher*. In one case, work sent out cost twice as much as it did when the VA plant handled it.

- Understanding mutual aims, problems and objectives can lead to solutions satisfactory and beneficial to all parties concerned.

—Henry Mozdzer

## Pennsylvanians Discuss Management Problems

A TOP-NOTCH PROGRAM greeted the 119 attendees at the Pennsylvania Laundryowners Association's 51st annual convention in Atlantic City, New Jersey, October 8-11. Although the attendance at the Haddon Hall Hotel meeting was somewhat smaller than usual—due, in part, to the encephalitis epidemic in southern New Jersey at that time—the quality of the program more than made up for it.

Highlight of the meeting was a truck operation panel consisting of Bill Sokol of Easton Laundries, Easton, Pa.; Lester Fertman, Cornell Laundry, Philadelphia, and George Klinefelter, Jr., Elite Laundry, Washington, D. C. (See "Three Views of Truck Operations" elsewhere in this issue.)

The subject of "Hidden Costs"—

how to find them and how to overcome them—was covered by Hal Le Roy of Brebner, Le Roy and Associates, Chevy Chase, Maryland. Pointing up the value of setting up an accounting procedure to conform to the AIL's or NID's expense classifica-

tion breakdown—or to a procedure which is similar—Mr. Le Roy went through a variety of cost categories to permit the attendees to compare their figures with industry and area averages.

Outlining the various factors in-



Bull sessions on topics discussed earlier on convention platform were popular



# LIQUIDATION SALE

*We are liquidating one of the largest laundries  
in the middle west . . . located in Chicago, Illinois*

**Call: CHICAGO, ILLINOIS • NEvada 8-7764**

## IRONERS

- 1—8 Roll 120" AMERICAN Chest Type Flatwork Ironer W/Spring Padding and Vacuum
- 2—8 Roll 120" AMERICAN Chest Type Flatwork Ironers W/motor and control
- 5—6 Roll 120" AMERICAN Chest Type Flatwork Ironers W/motor and control
- 4 ROLL IRONERS

## WASHERS

American Cascade All Monel Metal, Motor Driven Washers—

- |            |            |             |
|------------|------------|-------------|
| 7—36 x 36" | 3—36 x 54" | 3—36 x 64"  |
| 1—42 x 36" | 1—42 x 72" | 12—42 x 84" |

## TUMBLERS

- 2—72" PURKETT heated Shakeout Tumblers

## FROM PLANT IN DETROIT

- 2—54" AMERICAN NOTRUX EXTRACTORS W/containers,  
stainless outer curb, air operated cover
- AMERICAN NORWOOD all metal motor driven Washers—  
2—42 x 84" 2—42 x 64" 1—36 x 36" 1—30 x 30"

## OTHER PLANTS

- 2—42 x 84" ELLIS Unloading 2 pocket 2 door Washers
- 1—42 x 54" AMERICAN Unloading 2 pocket 2 door Washer
- 2—44 x 84" MILLER 2 pocket 2 door Washers
- 2—8 Roll 120" AMERICAN Chest Type Flatwork Ironers  
W/motor and control
- 1—2 Roll 120" SUPER Chest Type Flatwork Ironer
- 6—2 Girl PROSPERITY Model PC Shirt Units
- 2—Cabinet Type UNIPRESS 2 Girl Shirt Units W/Cabinet  
Bosom and Sleever

## DRY CLEANING EQUIPMENT

- 2—PROSPERITY 6A Perk 30 lb. Units
- 2—AYR-MOR Perk 30 lb. Units
- 1—SHIELDS Perk 40 lb. Unit, Hot
- 1—PROSPERITY 3B Perk 45 lb. Unit
- 1—PERRY 45 lb. Unit
- HOYT & VIC Recovery Tumblers
- 2—HUEBSCH 42 x 42" 100 lb. Tumblers
- HOFFMAN and PANTEX Presses—Vacuum Systems
- CISSELL & GLOVER Spotting Boards—Puff Units
- 3000 and 7000 Gallon Tubular Filters, Bag Type Filters
- Still and Filters of varied sizes, as well as Naphtha  
Washers in varied sizes of black metal.

## ALSO HAVE THE FOLLOWING FOR QUICK DISPOSITION

### PRESSES

- 2 and 3 Girl Shirt Units; PROSPERITY; PANTEX, UNIPRESS

### TUMBLERS

- 10—HUEBSCH 36 x 18"; 36 x 24"; 36 x 30"
- 10—AMERICAN 36 x 30"
- 2—PURKETT 48"
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The Donnelley publications are *basic books* . . . all 10 of them. Functional as a pair of feet.

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**THE REUBEN H. DONNELLEY CORPORATION**  
Magazine Publishing Division, 305 E. 45th St., New York 17, N. Y.

volved in creating a desire on the part of the consumer to use professional laundry services, "The Whole Package" was discussed by Peggy Dwyier of Dwyier Associates, Washington, D. C., and president of the Bureau of Laundry and Dry Cleaning Standards. It is not only advertising that creates an image of a firm, said Mrs. Dwyier, but truck appearance, store appearance, counter and route personnel appearance, packaging and quality.

The owner's own attitude toward his customers is vastly important because his attitude is reflected to his employees. If the owner is serious about putting his firm's best foot forward in implementing customer desire to do business with his laundry, his employees will follow suit with

proper guidance. If the owner lets down, so will his personnel.

Mrs. Dwyier maintained that advertising should not merely list what services are available but should point up what you can do for your customers. Ads should have a quality appearance, she said, and feature customer benefits. They must have an emotional appeal first and feature your product secondarily.

A rundown on the forthcoming national advertising campaign by the National Institute of Drycleaning was given by Victor Oakley of Victor D. Oakley Associates, Chicago. He urged everyone who is interested in drycleaning to contribute to the campaign that will appear in *Saturday Evening Post* beginning next February. This program will also include a

variety of tie-in material to be used by those joining in the undertaking.

An improved business outlook for the decade was predicted by John R. Bunting, business economist for the Federal Reserve Bank of Philadelphia. With an increase in marriages and new households forecast for the coming 10 years, due to the high birth rate during the 1940's, coupled with a general rise in income levels, Mr. Bunting felt all business will benefit.

Elected as the new president to succeed Leo Shapiro was Alan Keiper of Keiper's, Inc., Stroudsburg. William McBrien was chosen vice-president and Charles Mertz was named secretary-treasurer. Previously elected to the board of trustees, in addition to Messrs. McBrien and Mertz, was Charles Kendrick, Jr.—*Jerry Whitman*



More than 125 laundry managers and other interested parties attended the laundering session during the American Hospital Association's four-day convention-exhibition

## LM's at Hospital Show



The panel on "Improving Hospital Laundry Operation" included, left to right, Administrator Wade Mountz, NAILM President Robert Dobson, Consultant Joseph Krawiec and Director Robert Adams

ONE HIGHLIGHT of the 61st annual American Hospital Association convention, which took place at the Coliseum, New York City, August 24-27, was a session devoted to the subject of hospital laundering.

Wade Mountz, administrator, Norton Memorial Infirmary, Louisville, Kentucky, chairmanned the 75-minute session which was attended by more than 125 delegates.

Guest speakers for the occasion were Robert Dobson, chief, Division of Laundries, Department of Hospitals for the City of New York; Dr. Joseph Krawiec, Penn State University; and

Robert E. Adams, director, Research Hospital, Kansas City, Missouri.

Mr. Dobson touched on some of the points to be considered in planning hospital laundry facilities. (1) *Size of area:* A 100-bed hospital requires 10 to 12 square feet per bed; a 2,000-bed installation may need only 7 or 8 square feet per bed. (2) *Location:* Can the laundry be ventilated? On the average, a hospital laundry requires 15 changes of air per hour. This will vary from department to department. The flatwork area needs about 27 air changes, the press department 18, and the linen area as few as 5. (3) *Ceiling height:* If you plan to operate with a monorail setup, the minimum ceiling height is 11 feet. (4) *Automatic equipment* is a must. Consider washer-extractors and the use of slings in extraction—both new developments.

Dr. Krawiec chose to discuss the area of methods improvement. His main point was that some form of measurement must be established before improvement can be made. Test pieces, for example, serve as one form of measurement. If tensile strength goes below 10 percent in 50 washings, then there is room for improvement in the washing formula.

Mr. Adams outlined a program for better linen control as follows: (1) Responsibility for linen control should rest with one person. (2) Supervision should include a committee to set up specifications on linens to be purchased. (3) Controls, such as quotas and distribution systems, must be established, and (4) the program must be evaluated from time to time to see that the objectives are being attained.

—*Henry Mozdzer*



# Laundry News Notes



**HAGERSTOWN, MD.**—Troy Laundry and Dry Cleaning Co., a winner in STARCHROOM's "Parade of Progress" contest, was one of the firms directly affected by Khrushchev's visit to the United States. Troy, which regularly handles President Eisenhower's laundry and dry-cleaning requirements at Camp David, Md., recently made special arrangements for weekend service for the camp's famous guest and his party. Last year when the presidential retreat was completely renovated, Troy had the responsibility of cleaning and servicing all drapes, rugs, pillows, linens, blankets and furnishings.

**WASHINGTON, D. C.**—An early-morning blaze at Gallagher's Laundry & Dry Cleaning Co., 14th & L Sts., S. E., destroyed customers' clothing valued at

\$50,000. John P. Gallagher, vice-president, said much of the clothing was from military establishments in the Washington area, and included policemen's uniforms.

**LEXINGTON, KY.**—A third branch of Lexington Laundry Co. has been established, in the Eastland Shopping Center. Other branches are in Chevy Chase and Southland. The firm also plans a branch for Northland, N. Broadway Shopping Center, which is expected to open in 1960.

**BATON ROUGE, LA.**—Frank H. Kean, Kean's Laundry, has been elected president of the Baton Rouge Chamber of Commerce. He is also president of the Southern Laundry and Cleaners Association. Mr. Kean is following in the footsteps of his father, the late Frank H. Kean, Sr., who headed the Chamber in 1926-1927.

**SOMERSET, KY.**—Mrs. E. H. Patton, owner of Somerset Laundry & Dry Cleaners on S. Main St., has retired, after operating the firm 35 years.

**HUNTSVILLE, ALA.**—A. E. Wilson, Jr., manager of Wilson Laundry and Cleaning Co., 117 Governors Dr., S. E., has announced addition of a storage room.

**BLUEFIELD, VA.**—New Method Laundry, 104 Spruce St., has added a storage vault, according to a recent announcement.

**RICHMOND, VA.**—Royal Laundry & Cleaning Corp., 325 N. Seventh St., has added a storage vault.

**COLUMBIA, S. C.**—A storage vault has been added at Sunshine Laundry & Cleaners, 1415 Gervais.

**ASHLAND, KY.**—Hope Launderers & Cleaners, Inc., 459 29th St., has been sold to a group of business and professional men, effective January 1, 1960. The corporation, to be known as Hope Laundry, Inc., will be operated by F. S. (Bud) Crawford, president and general manager. Thomas S. Hope, former owner, will serve as a consultant to the new owners.

**BRISTOL, VA.**—Sevier's Laundry has opened a branch in the new Giant Food Market, which opened recently on W. State St. The firm is headed by Lyman Sevier.

**FLORIDA**—John Hogg is the new president of the Coin Laundry Operators' Association of Florida. Other officers are Robert Brock, first vice-president; Larry Korson, second vice-president, and G. O. McMillin, secretary-treasurer.



**NORTH WILDWOOD, N. J.**—An early morning fire recently caused considerable damage at Nu-Crystal Laundry, 1800 Delaware Ave.

**WESTMINSTER, PA.**—Modern G. I. Laundry and Cleaners was among the firms officially opened in a ribbon-cutting ceremony at Westminster Shopping Center, Englar Rd. and U. S. Route 140.

**BROOKLYN, N. Y.**—At the annual safety award dinner held under the

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THE  
UNITED  
WAY...**

**through your  
UNITED FUND or  
COMMUNITY CHEST**



**help more people ...  
save more lives ...**

**ZEIDLER**  
**for modern  
laundry profits**

- \*Stripping and Guide Device eliminates tapes and strings.
- \*Steel Spring Cushions for Chest-type Ironer Rolls.
- \*Feed Ribbon "Sur-Drive" Kit.
- \*Doffer Rolls.
- \*Spring "Perma-Pad" for Drycleaning Presses and "Enduro" Pads for Laundry Presses.

**ZEIDLER**  
**MANUFACTURING COMPANY, INC.**  
633 Concord Ave.  
MAMARONECK, N. Y.

auspices of the State Insurance Fund, The Pilgrim Laundry, Inc., was presented the Accident Control Award. This award was presented to the firm in recognition of the effectiveness and sincerity of its safety program.

**SUNBURY, PA.**—Ceremonies were held recently at Merit Laundry & Dry Cleaning Co. to honor eight route salesmen for driving from one to four years without a chargeable traffic accident. The Pennsylvania Manufacturers' Association Casualty Insurance Co. presented awards of bronze lapel insignia and certificates.

**SHERBROOKE, QUE., CAN.**—A contract has been awarded for building an extension at Sherbrooke Laundry & Dry Cleaners Ltd., 353 Rue Frontenac.

**NEW YORK, N. Y.**—Joseph Weiss, a director and vice-president in charge of finances, Consolidated Laundries Corp., 122 E. 42nd St., retired on July 31. Mr. Weiss had been with the firm and a predecessor company, New York Linen Supply and Laundry, since April 1913. He had served as a director of Consolidated since December 1926, and was elected treasurer in May 1928. Anthony J. Tartaglia, former assistant treasurer, is now treasurer.



**HOUSTON, TEX.**—Miller's Laundry and Cleaners participated in the grand-opening celebration at the new Stella

Link Shopping Center, 9200 Stella Link Blvd.

**SAN DIEGO, CALIF.**—Palomar Laundry and Dry Cleaning Co. and Kelley's Linen Supply were among the firms to receive United Fund community service awards, it was announced by Jack Lovejoy, campaign chairman.

**WICHITA, KANS.**—Atlas Towel & Linen Service, 518 N. Emporia, has purchased Colley Towel Service Co. and its affiliate, Binnel Industrial Uniform Co. Dan Binnel, who headed the Colley and Binnel companies, will have no connection with Atlas. C. B. Colley will act as consultant.

**BOISE CITY, OKLA.**—B. J. Vaughn, owner of Westside Laundry, has again assumed management at the expiration of his lease to W. E. Imler.

**LA MESA, CALIF.**—Ambassador Laundry of Santa Barbara has opened a branch at 1940 Cliff Dr.

**ANGWIN, CALIF.**—Mr. and Mrs. Clyde S. Matthewson have purchased Werner's Laundry & Washerette, 355 College Ave., from Mr. and Mrs. E. E. Werner.

**GEORGETOWN, TEX.**—Troy Laundry & Cleaners, 303 W. Sixth, has added a storage vault.

**MERCED, CALIF.**—Washomat Laundry has been opened at 17th and G Sts.

**SAN ANTONIO, TEX.**—San Antonio Laundry and Cleaners, 226 E. Market St., recently celebrated its sixtieth anniversary. Frank W. Patton is owner and general manager of the firm, which also operates seven branches.

**BANNING, CALIF.**—Banning Laundry and Dry Cleaners on E. Ramsey, owned by Dick Link, has added new equipment in its drycleaning department.

**ROPESVILLE, TEX.**—Mr. and Mrs. C. E. Owens have leased the laundry formerly operated by Mr. and Mrs. N. T. Nixon.

**ALLEN, OKLA.**—Construction has been announced of a new building to house a laundry which will be operated by E. C. Peay.

**FILLMORE, CALIF.**—A three-day grand opening was held recently at the new Snow White Laundry, 323 Central Ave., by Ed Marston. The business also offers coin-operated service.

**TEXHOMA, OKLA.**—Mr. and Mrs. Vernie Fox have taken over City Laundry with Mrs. Fox as manager.



**CLINTON, ILL.**—Mrs. Mary Grathwohl has purchased Colonial Laundry, 205 E. Washington St., from Archie Foster and Robert Hobbs. Mrs. Grathwohl has managed the concern for the

## LAUNDRY BUSINESS TRENDS

### New York

five weeks ended  
Aug. 29—1.1% less than last year

four weeks ended  
Sept. 26—0.8% less than last year

M. R. Weiser & Co., New York

### New Jersey

five weeks ended  
Aug. 29—2.5% less than last year

four weeks ended  
Sept. 26—2.1% more than last year

M. R. Weiser & Co., New York

### New England

Aug. 1—7.0% more than last year  
Aug. 8—2.0% more than last year  
Aug. 15—1.1% less than last year  
Aug. 22—3.7% more than last year  
Aug. 29—5.3% more than last year  
Sept. 5—4.5% more than last year  
Sept. 12—3.9% more than last year  
Sept. 19—7.1% more than last year  
Sept. 26—1.7% less than last year

Carruthers & Co., Boston

### Southeast

July—5.0% more than last year

Aug.—same as last year

J. R. Wilson & Co., Atlanta

owners since it was opened five years ago.

**EAU CLAIRE, WIS.**—Welke's Snow-White Laundry, 1505 Cameron St., has been purchased by Bartosh Drycleaning and Fur Storage, according to an announcement by Carl Bartosh.

**MICHIGAN**—New officers of the Michigan Automatic Laundry Association are Gib Thomas, president; Clarence Smalley, vice-president, and William G. Olson, secretary-treasurer.

**INDIANA**—Frederick Adamson is the new president of the Indiana Quick Service Laundry Association. Other officers are Robert Johnson, vice-president, and Bill Watkins, secretary-treasurer.

**SHAKOPEE, MINN.**—The opening of Shakopee Laundry has been announced by L. M. Micklethun and Harry Nelson, owners.

**OTTAWA, ILL.**—Illinois Laundry and Cleaners, which was partially destroyed by fire recently, has started a remodeling program that will include installation of new modern equipment.

**CLEVELAND, OHIO**—Maurice Munter, president of Sweet Clean Laundry & Dry Cleaning Co., was elected president of the Laundry Institute of Cleveland. Charles P. (Chuck) Leininger, Jr., president of Eagle Laundry & Dry Cleaning Co., was once again retained as treasurer.

**CINCINNATI, OHIO**—Model Laundry and Dry Cleaning Co. has announced plans to construct new quarters at Erie and Whetsel Aves., Madisonville. All laundry operations, including the present Central Parkway headquarters, will be concentrated in the new location. According to Harry A. Marks, president, estimated cost of the building program will be more than \$300,000 and completion is expected early in 1960.

**BAY CITY, MICH.**—Hudson Launderers and Dry Cleaners, owned by Ralph Hudson, has been opened at 900 Third St. The former plant was destroyed by fire last winter.



**IDAHO FALLS, IDAHO**—White Star Laundry Co., Capital Ave. and A St., has started construction of a new drive-in branch on W. Broadway and Skyline Dr. Other units are at Eastern Ave., and Holmes Ave. and Second St.

**VANCOUVER, B. C., CAN.**—Arthur B. Christopher, president of Nelson Laundries Ltd., has been appointed to the board of directors of the British Columbia Power Corp.

**PORTLAND, ORE.**—A business license has been issued Fred A. Couch for establishment of a laundry at 3319 S. E. Division St.

**PORTLAND, ORE.**—Thomas Georges, Jr., and William A. Gittelsohn, operators of Oregon Laundry & Dry Cleaners, and Albert V. Lemma, sales manager, have purchased Crystal Laundry & Dry Clean-

ers of Astoria and Seaside Laundry of Seaside from Mr. and Mrs. Lynn Hughes and Mr. and Mrs. L. W. Trenholm. Mr. Lemma, who will serve as general manager of the two latter plants, has announced revamping and expansion of those facilities.


**SCAPPOOSE, ORE.**—A grand opening was held recently at Scappoose Fast Service Laundry, located on W. Fourth St.

**PORTLAND, ORE.**—Embert E. and Frances S. Ameele have been issued a business license for operation of a laundry at 8326 S. E. 17th.

to get a press cover so superior

*we had to weave  
the cloth in our own mill*

**DOUBLE THE WEAR,  
DOUBLE THE VALUE—  
with all-new BULLDOG**



**DOUBLE-X**

### TIME TESTED PERFORMANCE

Our biggest users, including both laundries and linen supply houses, have pronounced the all-new BULLDOG DOUBLE-X the most rugged, longest lasting press cover in their experience . . . gives double the service of other press cover cloths.

### DEPENDABLE QUALITY • SUPERB FINISH

Only by weaving the fine-finished cloth, by constant quality control, were we able to produce this tough BULLDOG DOUBLE-X. It won't stretch or shrink; protects your press pads and asbestos under covers; gives the clothes a finer finish.

Get DOUBLE-X  
from your jobber.  
Write, wire or  
phone for full  
information.

### Special Nylon Draw Cord

lasts the life of the cover

### BULLDOG DOUBLE-X

is available in all types of made up covers or in roll form. Both types are priced to fit the most economical budget.

**X. S. SMITH, INC.**  
RED BANK • NEW JERSEY

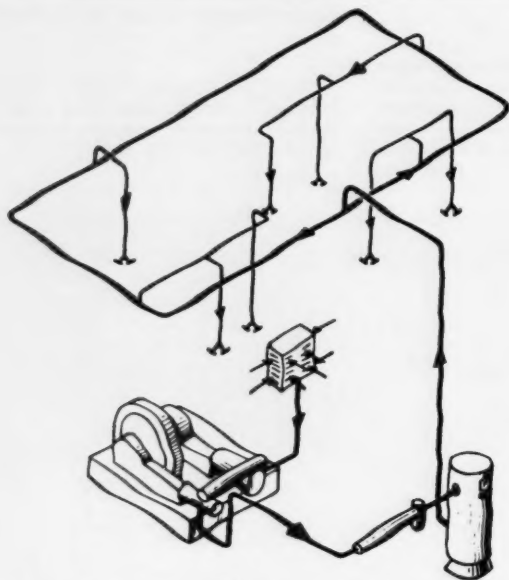


Fig. 1. Central system of supplying compressed air may have design, cost advantages

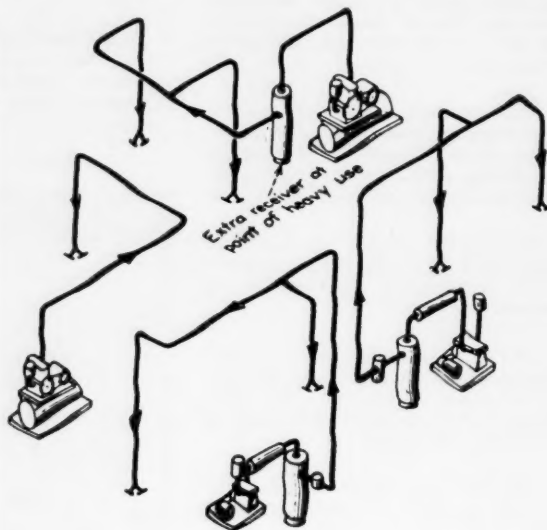


Fig. 2. Unit system for air supply gives flexibility

## For Better Air Compressor Operation

*A review of piping, cooling  
and moisture removal practices*

By JOSEPH C. McCABE

THERE ARE TWO TYPES of air compressor systems: the central system and the unit system.

The central system (Fig. 1) has one or more large compressors in a more or less central location. Supply piping, often in the form of a loop, runs to areas needing air. Advantages claimed for central systems include: low unit power cost, chance to use synchronous motors to correct power factor, good pressure regulation, minimum wiring for motor drive.

The unit system (Fig. 2) has compressors spotted in areas using air. In the usual plant, each compressor serves the area in which it is located,

with only emergency connections between the different areas. Advantages cited for the unit systems include: low initial investment, less pressure loss in piping, reduced engineering and planning, simpler installation, greater flexibility, easier financing of plant expansion, simplified purchasing.

There are no simple rules for choosing a system. Each plant must be analyzed separately and the decision based on the results.

### Piping pointers

Regardless of the compressor or distribution system chosen, piping is of

major importance in every setup. Good piping design limits pressure drop between the compressor and point of use. Here are some helpful pointers:

**Intake, discharge:** Have intake pipe at least as large as the compressor intake opening. For every 10 feet of run from the compressor, make the line diameter one inch greater. Keep air velocity in the intake below 2,500 f.p.m. This cuts friction loss. Make the discharge line at least as large as the compressor outlet opening; use as few bends as possible. Be sure the run is short and direct. Fit a valved drain to the lowest point of the discharge line and in any pockets formed by piping. Support intake and discharge piping so vibration and strain don't reach the compressor cylinder, after-cooler or receiver. Use gate-type shut-off valves in air lines to keep friction loss low.

**Distribution piping:** The line from the receiver to the point of use is gener-





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If your Company is now planning employee Christmas gifts or year-end bonuses, why not make each remembrance a gift of thrift—with U. S. Savings Bonds? Every Bond you give contributes to our nation's Peace Power; it represents for the man or woman who receives it, a tangible Share in America.

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FOR THEIR PATRIOTISM, THE ADVERTISING COUNCIL AND THE DONOR BELOW.**



**STARCHROOM LAUNDRY JOURNAL**



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No mechanism . . . the kinetic energy of steam closes the valve. No narrow channels to choke. No gaskets to leak.

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We'll send you Sarco TD steam trap, strainer. No cost or obligation. Buy only if completely satisfied. Advise size— $\frac{3}{8}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  or 1"—and use. Sarco Co., Inc., 635 Madison Ave., New York 22, N.Y. 2233-F

**SARCO** **Thermo-Dynamic** **STEAM TRAP**

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Ludell-Bready Systems of Heat Recovery turn waste into profit by reducing steam demand and fuel consumption through reusing heat in waste water.

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CONTINUOUS MAXIMUM HEAT RECOVERY • PEAK EFFICIENCY • AUTOMATIC SELF-CLEANING  
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Buy and use Christmas seals on every card, letter and package. Give the greatest gift of all . . . health, life itself!

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... health education  
... case finding  
... rehabilitation  
... research

TABLE I

Effect of Intake Temperature  
on Delivery of Air Compressors  
(Based on a nominal intake  
temperature of 60° F)

Initial temperature °F	Relative Delivery
-20	440
-10	450
0	460
10	470
20	480
30	490
32	492
40	500
50	510
60	520
70	530
80	540
90	550
100	560
110	570
120	580
130	590
140	600
150	610
160	620

ally sized so pressure loss is reasonable—below 5 p.s.i. Provide outlets on each header or main for connection of hoses to air-operated tools or devices. Fit an outlet to the top of the pipe so moisture won't drain from the main into the hose. If several devices connect to one outlet, be sure it is big enough to prevent excessive pressure loss.

**Always remember:** Low air pressure at equipment can cause a far greater loss in plant income than a few points in compressor efficiency. Next to low pressure, moisture and solids are the worst enemies of good air-equipment operation. Make full use of separators, strainers, traps, drop legs. (See special discussion of wet air later in the article.)

Intake location is of prime importance because high temperatures reduce compressor output, as Table I shows. See that the intake is as far as possible from heat, dirt and moisture sources and not too close to building walls and windows. Put the intake on the north side of the building, if possible.

Receivers that are sized liberally reduce compressor loaded periods and

insure more thorough cooling of air before it reaches equipment. Use ASME standard receivers and fittings except where local codes differ. It is a good plan to install extra receivers near points of heavy usage to insure adequate volume and pressure, and smooth out flow in supply mains and branches.

TABLE II

Cooling Water Recommended for  
Intercoolers, Cylinder Jackets,  
Aftercoolers

*g.p.m. per 100 c.f.m. actual free air*

Intercooler separate	2.5 to 2.8
Intercooler and jackets in series	2.5 to 2.8
Aftercoolers:	
80-100 p.s.i. 2-stage	1.25
80-100 p.s.i. single-stage	1.8
Two-stage jackets alone (both)	0.8
Single-stage jackets:	
40 p.s.i.	0.6
60 p.s.i.	0.8
80 p.s.i.	1.1
100 p.s.i.	1.3

Safety devices are needed to protect personnel and equipment from excessive pressure and other conditions that lead to trouble. Table III lists typical devices used in large plants; many would not be justified in small installations. Even the simplest system, however, is always fitted with a pressure-relief device of some sort on the discharging side.

#### Compressor cooling

Good cooling is essential to good operation. Although air-cooled compressors may run satisfactorily in warm areas, make every effort to put them in cool spots. Capacity will be greater and there'll be fewer operating problems.

Suitable strainers in the main water-supply line to water-cooled compressors protect against solids. Run piping so it won't interfere with maintenance work on cylinders and drive. Put drain valves at all low points so the entire system may be drained during shutdown in freezing weather. Fit each cylinder and intercooler with its own regulating valve, even though an automatic valve starts and stops water flow to the compressor. Put such valves on the inlet side, with the outlet free to flow into an open funnel or sight glass.

Cooling water should enter the cylinder or intercooler at the bottom, leave from the top. This keeps jackets full and helps eject any air. A check valve between the cylinder and the intercooler above it keeps water from draining back into the cylinder when the unit is shut down.

Extremely cold water may cause condensation on cylinder walls. This destroys lubricant, increases wear. To avoid this, pass cooling water through the intercooler first, then to low- and high-pressure cylinders in turn.

Table II shows recommended water quantities. With them, temperature of air leaving the intercooler or after-cooler will be within 20 and 15°F., respectively, of the temperature of water entering the cooler (for ordinary plant loads).

Use enough plugged fittings in water lines to cylinders and coolers to permit cleaning jackets and tubes with an air hose or with a caustic-soda solution.

#### Wet air

Wet air is an expensive nuisance . . . it can play havoc with any job performed by compressed air. All atmospheric air contains some moisture. The ability of air to retain vaporized water increases as the temperature is raised, and decreases as it is cooled. Thus, relative humidity is directly related to temperature. For example, air which has a relative humidity of 80 percent at 70°F. would be only 40 percent saturated at 90°F. On the other hand, pressure has the opposite effect. In this respect, air is like a sponge; the harder it is squeezed, the less water it can retain.

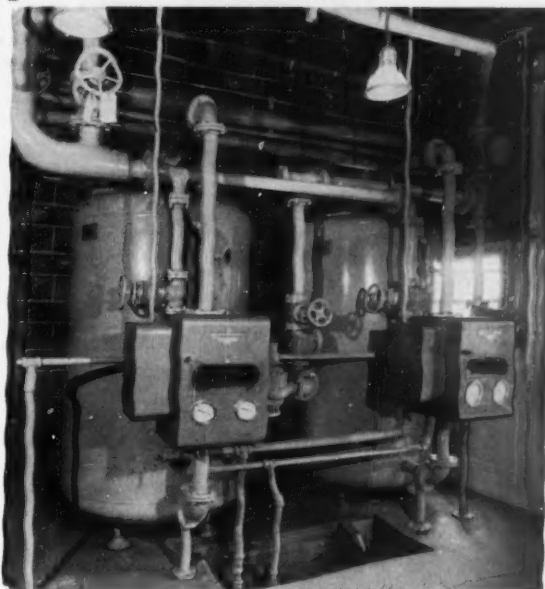
Suppose that on a hot, humid day (temperature is 90°F. and the humidity 80 percent) a compressor is delivering 200 c.f.m. at 80 p.s.i. to an operation. Each cubic foot of atmospheric air at these conditions contains 0.00175 pound of water. Since 200 cubic feet of air are drawn into the compressor each minute, total water intake in a minute is 0.35 pound.

Compression heats the air so much that it will carry all the moisture as suspended vapor. Therefore, the full amount of water is passed through the compressor. The warm air then cools in the receiver and air lines. When it reaches room temperature (90°F.) it will be much more than saturated, and about 80 percent of the moisture will condense. This means that about 0.28 pound of water per minute, or 2 gallons per hour, will be deposited in the receiver and the

**MORE THAN 4,000 LAUNDRIES\***

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**INVERSAND ZEOLITE  
WATER SOFTENERS!**



*Here's Why . . .*

- Over 200 sizes—one for every flow and capacity
- Manual or automatic operation
- Single or multiple units
- Your selection of six different zeolites
- Unequalled field service
- Prices and terms to suit most budgets

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**HUNGERFORD & TERRY, INC.**

CLAYTON 8, N. J.

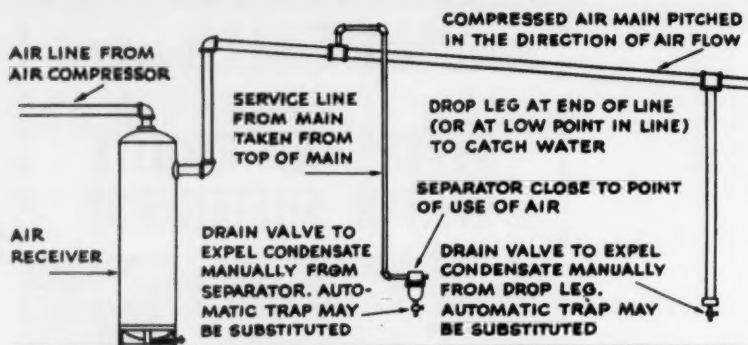


Fig. 3. Correct piping does much to relieve wet air problems

air lines—enough to make the air really wet.

Water can be eliminated from air lines in several ways. In all cases, correct piping and draining will help (Fig. 3). Where this alone is not adequate, aftercoolers can be employed to condense the water before the air is distributed. And, for unusually severe applications, particularly where cooling water is not available or where air lines must pass outdoors through freezing temperatures, special desiccant driers may be utilized.

Completely dry air can be obtained by reducing its dew point, before distribution, to a valve lower than the lowest temperature that the air will encounter in any part of the system.

Dew point can be defined as the compressed-air temperature below which water vapor begins to condense. If air is cooled below this temperature, water will be precipitated, and the dewpoint will stay at the lowest temperature to which the air has been subjected, provided that all of the released water has been trapped out. This water must be removed, or it will vaporize again and raise the dew point.

An aftercooler is an effective device for dew-point reduction. It may be mounted either vertically or horizontally for best space utilization or simplest piping. Water flows through the aftercooler tubes in a direction counter to the air flow, so that the water inlet is at the air-discharge end of the cooler. Automatic valves may be utilized to control the water flow. Discharge water from the aftercooler can be used for compressor cooling as this slightly cooled water is better for this service than extremely cold water.

Proportions of a good aftercooler are such that the air will be cooled to within 10°F. of the cooling water temperature with a flow of 1 to 2 gallons of water per minute for each 100 cubic feet of air that is compressed to 100 p.s.i. With an aftercooler designed according to this principle, water at 75°F. or below would be adequate to completely dry the air in the previously described operation, where 2 gallons of water per hour were condensed on a hot, humid day.

**Moisture separators:** Water carried through the receiver can be removed by a moisture separator. When the

TABLE III  
Types and Functions of Typical Compressor Safety Devices

**Relief Valves . . .** On compressor discharge side to relieve excessive pressure. Don't use any shut-off valves between compressor and the safety valve

**Overspeed Shutdown . . .** Trips out drive when compressor exceeds predetermined safe speed

**Oil-Failure Shutdown . . .** For large compressors fitted with pressure lubrication, this device protects bearings by stopping unit when oil pressure fails for any reason

**Jacket-Water Valve . . .** Shuts down compressor if water pressure fails. It is operated by either pressure or temperature

**Over-Pressure Shutdown . . .** Stops compressor when discharge pressure goes above preset safe value

**Excessive-Temperature Shutdown . . .** For isolated compressors this gives protection against high discharge temperature by automatically stopping unit

**Main-Bearing Protection . . .** Thermal shutdown devices stop compressor if bearing temperature goes too high

**Multistage Temperature Protection . . .** Recording thermometers for each stage are good for this, give continuous reading of each stage's outlet temperature

separator is located ahead of the receiver near the outlet of the aftercooler, it may be overburdened, for it will then have to remove all of the moisture. With the separator in the line leading from the air receiver, much of the moisture will first drop out in the receiver, thereby leaving less work for the separator. The result will be drier air. □□

## A.I.L. Activities

### Advisory-Management Conference

The first combined Advisory Committees Meeting-Management Conference is scheduled to be held December 1-3 at AIL headquarters in Joliet, Ill. Two days will be devoted to selected management conference sessions under the direction of personnel from the Armour Research Foundation of the Illinois Institute of Technology, and the AIL staff.

The program for one day will include meetings of the individual Advisory Committees. The conference is open to laundrymen who serve on these committees.

### Expect Record Crowd at A.I.L. Convention

Applications for exhibit space at the AIL convention trade show scheduled for February 24-28 in Chicago are already being received from laundry and drycleaning equipment manufacturers and suppliers.

An attendance of 12,000 to 15,000 is expected at the International Amphitheatre where the show will be held. Every type of laundry is expected to be represented.

Business sessions will be held at the Conrad Hilton Hotel and the program of activities is now being prepared.



## In Successful Laundry Plants . . .

# Progress depends on Progress Know-How

*In plant after plant, leading laundryowners and their key employees use the know-how in our modern, authoritative, complete manuals to*

• **build business**

• **increase efficiency**

• **raise profits**

*Seventeen of the manuals are listed here. They can aid you in a number of ways . . . and a major one is in the training of new inexperienced help—fast!*

*We invite you, as a Starchroom subscriber, to take full advantage of any or all of them.*

- |                                                                                                                                                                            |        |                                                                                                                                    |      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|------------------------------------------------------------------------------------------------------------------------------------|------|
| 1. <b>How To Clean Cotton Rugs</b> . . . . .                                                                                                                               | \$ .25 | 9. <b>How to Build a Greater Demand for Your Professional Laundry Services</b> . . . . .                                           | 1.00 |
| Step-by-step description of methods used to produce a really fine job in the plant or on location. Covers necessary equipment, recommended formulas, operating procedures. |        | How to stimulate route and over-the-counter sales, improve services and relations with the public and staff.                       |      |
| 2. <b>Manual for Training Silk Finishers</b> . . . . .                                                                                                                     | 1.00   | 10. <b>Advertising That Builds and Holds Laundry Business</b> . . . . .                                                            | 1.00 |
| 40 pages of down-to-earth help in the training of silk finishers to do a complete job, using all types of equipment.                                                       |        | All about advertising, direct mail, premiums, merchandising programs, the art of selling, etc.                                     |      |
| 3. <b>The Laundry Primer</b> . . . . .                                                                                                                                     | .50    | 11. <b>Fur Book</b> . . . . .                                                                                                      | 1.00 |
| A complete guide to basic washroom practice—methods, procedures, economies, efficiencies.                                                                                  |        | Complete 271-page textbook on the cleaning, repairing and remodeling of furs.                                                      |      |
| 4. <b>Storage for the Drycleaner</b> . . . . .                                                                                                                             | .50    | 12. <b>Legal Decisions for the Drycleaner</b> . . . . .                                                                            | 2.00 |
| Everything the drycleaner has to know for successful operation of a storage vault.                                                                                         |        | Written by an attorney at law, this booklet covers court decisions on damage suits, employee problems, taxation, fire, theft, etc. |      |
| 5. <b>Guide to Plant Layout</b> . . . . .                                                                                                                                  | 1.00   | 13. <b>The Charged-System Roundup</b> . . . . .                                                                                    | 1.00 |
| From a layout standpoint, how to make the plant more efficient. Complete with "cutouts" for designing your layout on paper.                                                |        | What 15 detergent manufacturers say about cleaning room procedures.                                                                |      |
| 6. <b>How To Train Finishing and Folding Operators in the Laundry</b> . . . . .                                                                                            | 1.00   | 14. <b>Fabric Facts</b> . . . . .                                                                                                  | 1.00 |
| 14 chapters covering every step in the finishing and folding operation.                                                                                                    |        | How to identify, clean, spot and finish all kinds of textiles.                                                                     |      |
| 7. <b>Manual for Training Wool Finishers</b> . . . . .                                                                                                                     | 1.00   | 15. <b>Coin-Operated Laundries</b> . . . . .                                                                                       | 1.00 |
| Step-by-step textbook on finishing all kinds of wool garments and using all kinds of equipment.                                                                            |        | The coin-op from the professional operator's point of view. For keeping you posted on this new way to market laundry services.     |      |
| 8. <b>Guide to Construction and Remodeling of Drycleaning Plants</b> . . . . .                                                                                             | 1.00   | 16. <b>Guide to Motivation</b> . . . . .                                                                                           | 1.00 |
| Complete package including costs, planning, construction, heating, lighting, etc. Even includes help on landscaping.                                                       |        | Acclaimed by the industry as a history-maker. Tells how to make more people want the services you sell.                            |      |
|                                                                                                                                                                            |        | 17. <b>The Complete Management Guide for Drycleaners</b> . . . . .                                                                 | 2.00 |

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To order, check number and mail coupon.  
Special rates on quantities quoted on request.

My check for \_\_\_\_\_ is enclosed.

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**STARCHROOM LAUNDRY JOURNAL**

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S-11

## NEWS FROM THE ALLIED TRADES

Continued from page 9

Women as assistant dean of research. While there he directed work in textile and detergency research for the Linen Supply Association of America and the Diaper Service Institute of America. Foremost in this research was the development of ultrasonic laundering techniques in detergency evaluation.

Dr. Sherrill joined the Armour Soap Division in 1957 as research supervisor in charge of detergency evaluation and application. In his new assignment he will work on new-product

development and market opportunities.

### Revolite Names McCormack

William J. McCormack, Jr., has been appointed sales representative for Ohio and part of West Virginia by Revolite Division, Raybestos-Manhattan, Inc., Manheim, Pa.

Mr. McCormack will make his headquarters in Cleveland, Ohio. Mr. McCormack succeeds Edward Mason, who recently resigned.

manufacturers' representatives who will contact distributors throughout the country. All the men are well known and thoroughly experienced in the dry-cleaning and laundry industries and they will work with jobbers' salesmen to familiarize them with the firm's products.

Mike Friedman will cover New York City, New Jersey, Delaware, Maryland, District of Columbia and eastern Pennsylvania.

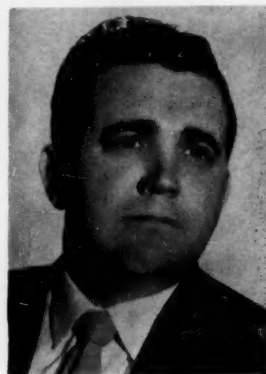
Howard Berger will represent the company in Indiana, Ohio, Michigan, Kentucky, western New York and western Pennsylvania.

Carl Blesch will service the area comprising Illinois, North and South Dakota, Minnesota, Wisconsin, Nebraska and Iowa.

Barney Sussman and William Winer remain as representatives in the same territories they previously covered.

formation of the Flo-Kontrol HTW Boiler Division under the supervision of Maurice W. Williams.

### Unimac Appoints Redden



DAVID H. REDDEN

David H. Redden has been appointed divisional sales manager of the Southeastern states for Unimac Company, Atlanta, Ga., it was announced by Carl Heinle, Jr., vice-president of sales.

The announcement noted that Mr. Redden has wide experience in the laundry and dry-cleaning industries and will organize and expand distribution of Unimac equipment.

### Kaleen Starts Institutional Sales

Plans have been announced for bulk quantity marketing of Kal laundry chemicals by Kaleen Chemical Corp., New York, N. Y.

The company said questionnaires will be sent to institutional laundry managers regarding current products and future product development. Kaleen has appointed The Stuart Company, Newark, N. J., for all advertising, sales promotion, and marketing in the institutional field. Sales activities will begin in states along the entire Eastern Seaboard with Midwest representation scheduled for early 1960.

Louis S. Twersky, Kaleen president, said he was confident Kal products will receive the same recognition in the institutional field they have in the coin-operated laundry world.

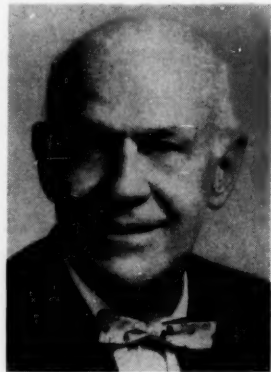
### Continental Promotes Hohenleitner

Joseph A. Hohenleitner has been named sales manager of the Continental Boiler Division of Boiler Engineering & Supply Co., Inc., Phoenixville, Pa. The announcement was made by W. B. Riley, vice-president and director of sales.

Mr. Hohenleitner joined the company in 1951 after graduating from Villanova University. Before his new appointment he had served as assistant sales manager and had handled application engineering and purchasing department responsibilities.

Mr. Riley also announced the

### Pantex Appoints Kirschner



WALTER C. KIRSCHNER

Walter C. Kirschner has joined Pantex Manufacturing Corporation, Pawtucket, R. I., as national specialist serving institutions and government agencies.

The appointment was announced by Marvin Green, vice-president and sales manager, who added that Mr. Kirschner will devote full time to planning and engineering drycleaning and laundry operations for hospitals, hotels, schools and other types of institutions. He will make his head-

### Cissell Elections Are Announced



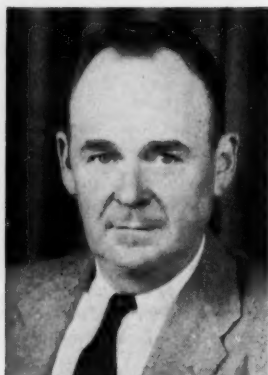
FRANK H. RICHTERKEESSING



EUGENE A. CISELL



JAMES H. TICE



W. W. HARPER

Election of new company officers has been announced by W. M. Cissell Manufacturing Co., Inc., Louisville, Ky., following the recent death of W. M. Cissell, founder of the firm.

Frank H. Richterkeessing, formerly secretary-treasurer, was elected president, succeeding Mr. Cissell.

Eugene A. Cissell, son of the late Mr. Cissell, was named

vice-president. James H. Tice, former chief accounting clerk, was voted secretary-treasurer. W. W. Harper, former office manager, was elected sales manager.

### Time Savers Expands

Time Savers, Inc., Montclair, N. J., has expanded its sales organization with the following

## instant-ready-to-use RICE · STARCH

**AN EXCLUSIVE PRODUCT  
GUARANTEED TO BE SUPERIOR**

- **ECONOMY**  
Increase finishing production through time saved cleaning press heads, sleeves, and ironers. ... less soilage of press and ironer covers.
- **SUPERIOR BODY**  
Achieve any desired stiffness or size without sacrificing pliability. No cracking, blistering, razor edges.
- **INSTANT READY-TO-USE**  
Reduce ironing and pressing times 10 to 15%. Quickly and completely soluble in cold water ... ideal for hand dipping.
- **MORE BEAUTIFUL FINISHES**  
Finish every garment with that white, soft lustre so pleasing to the eye and to the touch.

**SAVE UP TO 50%  
ON STARCHING OPERATIONS**

*Enduro*

**BETTER  
PRODUCTS  
FOR BETTER  
LAUNDERING**

## QUICK · WAY press head cleaner

**KEEPS PRESS HEADS SHINING CLEAN  
AND SMOOTHLY LUBRICATED**

- **BETTER PRODUCTION**  
End those long delays and costly press shut downs for cleaning. QUICK-WAY, in the handy aerosol can, is so easy to use. Just press the button to release the effective, quick acting foam. Then simply wipe the surface clean.
- **IMPROVED FINISHING**  
Get better looking work with much less effort. QUICK-WAY eliminates the build-up of starch and grime on press heads which ruins the quality of work.
- **REDUCED COSTS**  
You'll find QUICK-WAY is equally as effective on hot or cold heads. That means, less shut down time and less cleaning time. And ... QUICK-WAY costs only two cents per press application.



Ask your local jobber about other Enduro products for the laundry industry.  
Aurora Manufacturing Corp. • 74 Wythe Ave. • Brooklyn 11, N. Y.

quarters at the Pantex general offices but will work in the field with Pantex representatives throughout the United States and Canada.

Mr. Kirschner was previously associated with a machinery manufacturing firm as assistant vice-president for its institutional division.

### Hagan Acquires Bruner

Bruner Corporation, Milwaukee, Wis., and Los Angeles, Calif., has become a wholly owned subsidiary of Hagan Chemicals & Controls, Inc., Pittsburgh, Pa.

W. W. Hopwood, Hagan president, pointed out that the new subsidiary provides a natural extension of Hagan's interests in the water treatment field.

T. W. Bruner, president of Bruner Corporation since its founding in 1945, will continue in that capacity. No changes in personnel or marketing policy are anticipated, according to both executives.

### Munn Retires From Diamond

Albert C. Munn, veteran salesman for Diamond Alkali Company at its New York branch sales office, has retired

after almost 20 years of service. Taking over his territory is Girard E. Pfeil.

Mr. Munn started with Diamond in January 1940 as a sales serviceman in the New Jersey area. In 1944 he became a laundry service technician in the New York area, counseling customers on the application of Diamond laundry products.

Mr. Pfeil was graduated from Bowling Green State University in 1957 with a B.S. degree in business administration. He is a veteran of the U. S. Navy.

### Three Representatives Added by Wyandotte

W. B. Appleby, manager of the laundry and textile department of Wyandotte Chemicals Corporation, J. B. Ford Division, Wyandotte, Mich., announces the addition of three field representatives—Harry T. Shaneberger, Edwin M. White and Linus W. Wippel.

Mr. Shaneberger, serving Wyandotte in the Cincinnati district, studied laundry management at the American Institute of Laundering and has 18 years experience in laundry work. He has held laundry supervisory positions and has operated his own plant.

Mr. White is the son of a Texas plantowner and has been affiliated with the industry for 32 years. In recent years he has been a laundry superintendent and has operated his own plant. He is assigned to the Detroit area.

The New York representative, Mr. Wippel, has 12 years experience in the industry, including plant supervision and laundry management. He is a former Wyandotte laundry representative in the firm's Atlanta, Ga., district.

### Cowles Chemical Appoints Two



GENE CALVIN MOORE



WALTER J. KENNEDY

Two appointments for Cowles Chemical Company, Cleveland, Ohio, have been announced by W. J. Schleicher, manager of the laundry chemical department.

Gene Calvin Moore was

named representative in Colorado, New Mexico, Wyoming, southwestern South Dakota and western Nebraska. A graduate of the University of Colorado, Mr. Moore served in the Engineer Corps during World War

II. Since then he has spent most of his time in the laundry supply business in the Denver area.

Mr. Moore will be under the direct supervision of Pat Kack, Pacific division sales manager. Upon completion of his training he will make his headquarters in Denver.

Walter J. Kennedy was named Cowles technical man for Florida. After graduating from the University of North Carolina, Mr. Kennedy owned and operated his own laundry. He later had experience in various sales positions.

Mr. Kennedy will make his headquarters in the Tampa-St.

Petersburg area under the direct supervision of Peter J. Schleicher, Southern division sales manager.

#### Flynn Retires

O. C. Flynn has resigned from his office of president of Flynn & Wheat, Inc., Lexington, Ky., because of ill health, it has been announced.

The business will continue in the same location under the management of Mr. and Mrs. Wheat, who have purchased Mr. Flynn's interest, and will be known as V. & W. Wheat, Inc.

lins, administrative assistant; Richard J. White, assistant sales manager; James S. Parkhill, president; Joseph Lascari, sales manager; Bernd Walter, vice-president, American Permac, Inc. Standing, Frank J. DiTucci, sales engineer; Seymour J. Kessler, sales engineer; John McDonald, credit manager; Robert Grant, service manager; George W. Dyer, sales engineer.

#### American Associated Reorganizes

A reorganization of American Associated Companies has resulted in the formation of two new companies—American Associated Companies, Inc., and May Industries, Incorporated.

The first was formed to include textile manufacturing, laundry and linen supplies, jobbing and manufacturing, twine manufacturing, export activities and allied operations. The purpose is to permit rapid and progressive growth in these fields.

May Industries was formed to assume all of the real estate, investing and nonoperating activities.

The new officers of American Associated Companies, Inc., are: Armand May, chairman of the board; Fred G. Barnett, president; Joseph Eichberg, executive vice-president and treasurer; Charles G. Johnson, vice-president; and Ellen Trainer, secretary.

Gene Hunt will represent American in the North and South Carolina territory, replacing W. Harmen Sned. Walter M. Marquez, Jr., has been named salesman for New York State, Westchester County, and the New England area, replacing V. E. Barker.

apolis, Minn. Franchise holders cover most of the United States at present and additional holders are being added.

#### Ludell Promotes Goodyer



DAVID GOODYER

David Goodyer has been promoted to manager of the Product Sales Division of Ludell Mfg. Co., Milwaukee, Wis., it was announced by W. C. Lutzen, president.

Mr. Goodyer has had years of previous experience in the engineering and designing of hot water systems, conveyor equipment, condensate systems and other water, steam air and control systems. For the past three years Mr. Goodyer has been representing Ludell in Canada.

#### Lieberman Appoints Keenan



LEROY E. KEENAN

The appointment of Leroy E. "Bill" Keenan, Birmingham, Ala., as representative in the Deep South for B. & G. Lieberman Company, Inc., Jackson Heights, N. Y., has been announced by Gerald Lieberman.

Following a tour of duty with the U. S. armed forces, Mr. Keenan had several years experience as a sales representative and sales manager. He will cover the Alabama and Mississippi area.

#### Pantex Announces Two Appointments



JACK BLAUFARB



ALVIN CUTTLE

Two appointments have been announced by Pantex Manufacturing Corporation, Pawtucket, R. I.

Jack Blaufarb was named New York district service manager, and Alvin Cuttle has joined the New York district office as sales engineer.

Mr. Blaufarb was formerly service manager for the drycleaning division of Butler Manufacturing Company up to

the time of its acquisition by Pantex. He previously had experience as head of manufacturing for an appliance concern.

Mr. Cuttle was previously associated with Butler as sales engineer. He has a background in drycleaning and laundry, and two years before joining Butler he owned and operated both petroleum and synthetic solvent plants in the Washington, D. C., area.

#### Carman-Mitchell-Wing Expands



Carman-Mitchell-Wing Company, Stoneham, Mass., has announced the opening of a new division, Carman Machinery Corporation, to handle its rapidly expanding machinery and equipment sales.

The company handles well-known and established lines manufactured in the United States and abroad.

Carman Machinery personnel shown at a meeting are, left to right: seated, John F. Col-

#### Fluff 'N Puff Association

A group of individual franchise holders of the Fluff 'N Puff method of pillow renovation recently met in New York and organized a formal association. The purpose is to pool experiences in merchandising for the benefit of all, as well as to create an operating fund to be used for national advertising.

Officers of the new association are: Harry Coronis, president, Nashua, N. H.; Howard Deming, vice-president, Newark, Ohio; Roger Graefe, secretary, Sheboygan, Wis.; and Loren Skaats, treasurer, Indianapolis, Ind.

National headquarters of the Fluff 'N Puff Pillow Service of America, Inc., are in Minne-

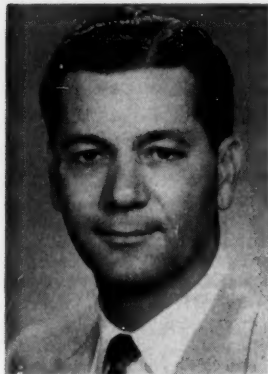


## Wellens To Represent Advanco

Wellens & Co., Minneapolis, Minn., has been appointed distributor for Advanco Laboratories, Saginaw, Mich., it was announced by Miss Virginia McDonald, vice-president.

Wellens will represent Advanco in the Minnesota area.

## Parlapiano Joins Wyandotte



CHARLES L. PARLAPIANO

Charles L. Parlapiano has joined the Chicago district staff of Wyandotte Chemicals, Wy-

andotte, Mich., as a laundry department representative. The announcement was made by W. B. Appleby, manager of the Laundry and Textile Department, J. B. Ford Division.

Mr. Parlapiano has 23 years experience in laundry washroom and superintendent positions in Florida and California. His experience also includes supplies purchasing and personnel management.

## Bunn Executive Promoted

Richard B. Bunn has been promoted to vice-president and general manager of the B. H. Bunn Company, Chicago, Ill., it was announced by B. H. Bunn, president.

Richard Bunn joined the company in 1946 as a service trainee and later worked as a sales representative in Ohio. After a training period he joined the home office in Chicago in the sales department and subsequently became vice-president and sales manager.

## Keyes Joins Carman

Joe Keyes has joined the sales staff of Carman Supply Co., Inc., Cleveland, Ohio, and will represent the company in the

Akron, Canton and Youngstown area. Mr. Keyes has had 15 years experience in the dry-cleaning business.

The company also announces

the retirement of W. J. (Bill) Edwards. For 35 years Mr. Edwards had served as sales representative in the area which Mr. Keyes will now service.

## Guss Exhibits in Zagreb Trade Fair



The equipment exhibit of Joseph Guss & Sons, Washington, D. C., at the recent International Trade Fair in Zagreb, Yugoslavia, attracted crowds of interested spectators.

Three Yugoslavian girls acted as interpreters and demonstrators under the direction of Julius J. Sullivan, technical representative in charge of the booth. On display were a one-girl shirt unit, a washer, extractor and an instantaneous hot water heater.

The Yugoslav fair was held

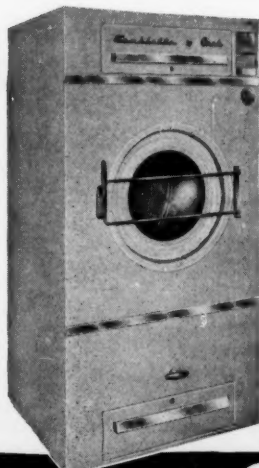
September 5-20, following a similar exhibit at Poznan, Poland.

## Pantex Names Distributor

Pantex Manufacturing Corporation, Pawtucket, R. I., has appointed Melco Machinery Products Company as its official distributor in the state of Ohio. The Melco Company is a division of the M & L Supply Company and has headquarters at

WASHERS • EXTRACTORS • DRYERS

**MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT by COOK**



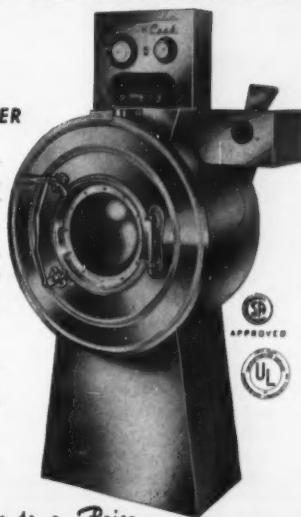
### 37 x 30 DRYER

- Give wash-n'-wear customers fast, efficient service; increase production and income.
- High tumble basket gives gentle action — wash-n'-wear garments need only minor touch-up.
- Temperature completely flexible; thermostatically controlled — high volume air flow.
- Permanent type perforated steel lint cylinder built to last — life of dryer, no costly replacements.
- Built in safety features protect laundry load.



### OPEN END WASHER

- Keymatic control — change time sequence, water level, temperature at will.
- Shirt production increases with Washette's fast action washing. Produce more loads per day.
- Washette has quick-change formula dial — handles ANY laundry situation.
- Available with supply injector.



*Build Up to a Standard—Not Down to a Price*

For illustrated brochure, name of nearest distributor, write . . .



**COOK**

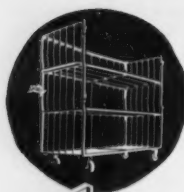
**MACHINERY CO., INC.**

4301 S. Fitzhugh Ave.

Dallas 26, Texas

Telephone HAmilton 1-2135

Manufacturers of the Only Complete line of Open-end Washers



## New! Key-Tag 2-WAY TRUCK

30 SECONDS FROM SHELVES TO BINS

Ideal linen service truck for hospitals, etc. Each shelf in turn when emptied drops to form bin for soiled linen. Many laundry uses. Lifetime all-welded steel tubing construction with inserted palings for extra ruggedness. 1/2-ton capacity. 5' x 2' x 4 1/2'. Key-Tag supplies a full line of standard and special trucks, tables, fixtures and equipment for laundries and linen supply services. Write for details.



**THE KEY-TAG CHECKING SYSTEM CO.**  
6509 HOUGH AVENUE • CLEVELAND 3, OHIO

987 E. Tallmadge Ave. in Akron.

The Melco organization will provide complete equipment, including layout planning, installation and replacement parts for both Pantex and Butler machinery.

Fred Porco, formerly with Butler and widely known by plantowners in the Ohio area, is general manager of the newly appointed distributor. Associated with him are Leo Primak, Nate Marks and Charles Burke. Les Davis is in charge of service parts and installation work.

### Philadelphia Quartz Names Tempone



FRANK R. TEMPONE

Frank R. Tempone has been named to the sales staff of Philadelphia Quartz Company, Philadelphia, Pa.

Mr. Tempone, who has had previous experience in laundry technical service, has been assigned to the Delaware Valley area with headquarters in Philadelphia.

### Overseas Distributor

The National Marking Machine Co., Cincinnati, Ohio, has

announced the appointment of James Armstrong & Co., Ltd., London, England, as exclusive sales agent in Great Britain and Eire.

All National Marking Machine identification equipment, conveyors, supplies and spare parts are now available through the Armstrong organization.

### Burgess Joins Carman-Conley



ROBERT BURGESS

Robert Burgess has been appointed a sales service representative by Carman-Conley, Chicago, Ill.

The announcement of his appointment stated that Mr. Burgess has a background of more than 10 years experience in all phases of both laundry and dry-cleaning plant operation. He is a graduate of both the AIL and NID general courses.

Mr. Burgess will serve the Chicago area.

### Brooks Elected by LADS

Clement S. Brooks, director of industrial sales for the White King Soap Company, has been elected president of the LADS' Club for the coming year.

The group, which is repre-

sented in all parts of Southern California, gets its name from the first letters of Los Angeles Laundry and Drycleaning Sup-

pliers, who make up its membership. Representatives from allied trades are also included on its roster.

## NEW PRODUCTS AND LITERATURE

Continued from page 6

the availability of the Sani-Dust Field Test Kit, consisting of a plastic lid and cover, divided into two sections with two layers of nutrient agar, and two glass ampules, each with sterile water and a cotton swab sealed inside.

Both brochures and test kits are available to authorized Sani-Dust distributors. For information write Talb Industries, Inc., Front and Master Sts., Philadelphia, Pa.

### Water Heater Catalog

An informative catalog on the WH series of Portmar water heaters is being offered by Portmar Water Heater Company, Inc.

Illustrated with photographs, diagrams and charts, the literature gives specifications of the line of heaters which range from 300 g.p.h. capacity to 6,000 g.p.h., 100° rise, in 14 sizes.

The brochure points out that the heaters are available in oil- or gas-fired models and lists the advantages of the indirect hot water system.

For a copy of the brochure write Portmar Water Heater Company, Inc., Division of Portmar Boiler Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.

### Drier Temperature Control



Cissell 50- and 20-pound gas-fired driers are now equipped with a new Hi-Lo Temperature Control, it has been announced by W. M. Cissell Manufacturing Co., Inc.

Located on the front panel of the drier immediately to the left of the coin meter, the control permits the customer to select the proper fabric temperature at the turn of a dial. High or low heat and intermediate stages for synthetics, wash-and-wear and delicate materials can be obtained with the control. The Hi-Lo is adjustable and is furnished as standard equipment on driers for coin-meter operation and on driers with time and temperature control.

For complete information write W. M. Cissell Manufacturing Co., Inc., P. O. Box 1143, Louisville 1, Ky.

### Peggy Dwyier Fills Bureau Presidency



PEGGY DWYIER



VIAN B. SILLIMAN

W. Bruce MacIntosh, president of the Bureau of Laundry and Dry Cleaning Standards since its inception in 1954, will now act as chairman of the board. The presidency will be filled by Peggy Dwyier, previously vice-president of the Bureau.

Mrs. Dwyer's new duties will be mainly in the field of public relations to help consumers better understand Bureau activities and show how Bureau members work to make their service more acceptable to the customer.

Vian B. Silliman, who has been director of the Bureau in charge of the product audits and reports to members, will continue in this work under his new title of executive vice-president. Mr. Silliman joined the Bureau in 1956, after 22 years experience in various phases of laundry operation and management. He also had eight years experience as sales representative for a leading supply house.

## LSAA Holds Cost Accounting Conference



The Linen Supply Association of America recently held its Cost Accounting Conference in Chicago. The two-day program covered the need for cost accounting, steps to take in setting up a cost system in linen supply, and concrete use study of cost accounting in linen supply.

The conference leaders were, left to right: Kenneth D. Weiser, conference director of M. R. Weiser & Co., New York; John Carruthers, conference director, John Carruthers & Co., Boston; and Irvin Cohen, chairman, Landy Towel & Linen Service, Reading, Pa. The three men are co-

authors of LSAA's book, "How To Figure Your Costs in Linen Supply."

## Obituaries

**Harrison K. Ackerman, Sr.**, 91, founder of Ackerman Laundry Co., Paterson, New Jersey, died recently. Mr. Ackerman started the firm in 1916 and retired as active head in 1920. The concern is now operated by his son, Harrison K., Jr. Mr. Ackerman was a member of Hamilton Wallace Lodge 227 F&AM, the Shriners, and other Masonic organizations. Surviving, in addition to his son, are three daughters.

**John J. Egan**, 53, president and treasurer of Egan's Laundry, Inc., Newport, Rhode Island, died of knife wounds inflicted by an assailant on October 7. A former Rhode Island motor vehicle inspector, OPA official, and long active in Democratic party affairs, Mr. Egan started in the laundry field when he purchased the Peerless Laundry. He recently opened a chain of coin-operated laundries in Newport, Bristol, Fall River, and had an interest in similar establishments in Boston. The real estate business also intrigued Mr. Egan and he formed the Bancroft Land Company and the Newport Investment Corp. He was president of Econ-O-Wash, Inc., Bancroft Land Co., and a member of the Newport Park Commission, director of the Newport County Chamber of Commerce, and in 1958 was appointed by Governor Roberts to the Jamestown Ferry Commission as a public member. Surviving are his wife, two sons and four daughters.

**Jack Elberling**, 49, owner of Peerless Laundry and Cleaners, Oakland, California, died suddenly of a heart attack on September 19. Mr. Elberling was president of the California Laundry

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STATEMENT REQUIRED BY THE ACT OF  
AUGUST 24, 1912, AS AMENDED BY THE ACTS  
OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39,  
United States Code, Section 233)

SHOWING THE OWNERSHIP, MANAGEMENT AND  
CIRCULATION OF *Starchroom Laundry Journal*, published  
monthly at Lancaster, Pa., for October 1, 1959.

State of New York } ss.  
County of New York }

1. The names and addresses of the publisher, vice president,  
executive manager, general manager and editor are:  
Publisher, The Reuben H. Donnelley Corporation, 305 East 45th  
St., New York 17, N. Y.  
Vice President: Edward A. O'Rourke, 205 East 42nd St., New  
York 17, N. Y.  
Executive Manager: Edward B. Wintersteen, 305 East 45th St.,  
New York 17, N. Y.  
General Manager: John J. Martin, 305 East 45th St., New York  
17, N. Y.  
Editor: Henry A. Mordser, 305 East 45th St., New York 17, N. Y.

2. The owner is: (If owned by a corporation, its name and  
address must be stated and also immediately thereunder the names  
and addresses of stockholders owning or holding one per cent or  
more of total amount of stock. If not owned by a corporation the  
names and addresses of the individual owners must be given. If  
owned by a partnership or other unincorporated firm, its name  
and address, as well as those of each individual member must  
be given.)  
The Reuben H. Donnelley Corporation, 305 East 45th St., New  
York 17, N. Y.

Northern Trust Company, Chicago, Illinois, Trustee of Fund A  
under the will of Reuben H. Donnelley deceased.

The Northern Trust Co., David L. Harrington and Charles C.  
Haffner, Jr., as Trustees under agreement dated January 24,  
1946, with Thorne Donnelley, Chicago, Illinois.

First National Bank, Chicago, Illinois, Trustee of Fund B under  
the will of Reuben H. Donnelley deceased.

Elliott Donnelley, Lake Forest, Illinois.  
Elliott Donnelley, trustee under Gaylord Donnelley Trust Agree-  
ment, Chicago, Illinois.

Gaylord Donnelley, Libertyville, Illinois.

Curtis E. Frank, Lake Forest, Illinois.

Charles C. Haffner, Jr. and Clarissa Donnelley Haffner, Trustees  
for Charles Christian Haffner, III, Chicago, Illinois.

Clarissa Gaylord Haffner, Chicago, Illinois.

Frances Ann Haffner, Chicago, Illinois.

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Harold P. Harper, Greenwich, Conn.

David L. Harrington, Flossmoor, Illinois.

Albert M. Andersen, Flossmoor, Illinois.

Donald R. Arnold, New York, N. Y.

3. The known bondholders, mortgagees, and other security  
holders owning or holding 1 per cent or more of total amount  
of bonds, mortgages, or other securities are: (If there are none,  
so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder  
or security holder appears upon the books of the company as  
trustee or in any other fiduciary relation, the name of the person  
or corporation for whom such trustee is acting; also the state-  
ments in the two paragraphs show the affiant's full knowledge  
and belief as to the circumstances and conditions under which  
stockholders and security holders who do not appear on the  
books of the company as trustees, hold stock and securities in a  
capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publi-  
cation sold or distributed, through the mails or otherwise, to  
paid subscribers during the 12 months preceding the date shown  
above was: (This information is required from daily, weekly,  
semiweekly, and triweekly newspapers only.)

E. B. WINTERSTEEN,  
(Signature of Executive Manager)

Sworn to and subscribed before me this 24th day of Septem-  
ber, 1959.

WALTER H. FREDRICKS  
Notary Public, State of New York  
No. 41-6391975

Qualified in Queens County  
(My commission expires March 30, 1960)

Term expires March 30, 1960.

& Linen Supply Association through the year ending May 1959,  
a director of the group and secretary of the Stanford Research  
Project.

**William M. Gould**, 71, founder of Gould Laundry and Dry  
Cleaning Company, Houston, Texas, died recently. Mr. Gould  
retired from the firm in 1940, but later formed Anchor Laundry  
Company, which his son now operates. In 1952 he retired per-  
manently. Besides his son, Mr. Gould is survived by his wife.

**Louis Grallo**, owner of Personalized Laundry & Cleaners, New  
Canaan, Connecticut, died recently. Mr. Grallo is survived by  
his wife and daughter, who will continue to operate the business.

**T. Barnes Johnson**, 63, president of T. Barnes Johnson, Inc.,  
laundry and drycleaning equipment agency in Houston, Texas,  
and known to his many friends as "T-Bone" Johnson, died on  
September 24. A native of Atlanta, Georgia, Mr. Johnson started  
out in the field with the American Laundry Machinery Com-  
pany more than thirty years ago. He was later associated with  
Butler Manufacturing Company and Hugh Henderson Company  
in Houston. He joined Hammond Laundry-Cleaning Machinery  
Company in 1952 as a field engineer; and in 1957, with the  
Hammond line, he established his own distributor business in  
Houston. Mr. Johnson was a member of Temple Lodge No. 4  
F&AM. Survivors include his wife, mother, son and daughter.

**Marshall C. Smith, Sr.**, sales representative of P. Applebaum,  
Inc., Philadelphia, Pennsylvania, died suddenly on October 11.  
Mr. Smith had been associated with the firm for the past five  
years, covering the Pennsylvania, Maryland and Washington,  
D. C., area.

## Convention Calendar

### Institute of Industrial Launderers

*Americana Hotel, Miami  
Beach, Florida, November 15-  
20, 1959*

### New Jersey Laundry and Cleaning Institute

*Essex House, Newark, New  
Jersey, February 6-7, 1960*

### National Institute of Drycleaning

*Chicago, Illinois, February  
22-23, 1960*

### American Institute of Laundering

*Conrad Hilton Hotel and In-  
ternational Amphitheatre,  
Chicago, Illinois, February  
24-28, 1960. With exhibit*

### National Association of Institu- tional Laundry Managers

*Hotel Sherman, Chicago, Illi-  
nois, February 25-27, 1960*

### New England Linen Supply Association

*Hotel Somerset, Boston, Mas-  
sachusetts, March 4-5, 1960*

### Massachusetts Laundry Owners Association

*Statler Hotel, Boston, Massa-  
chusetts, April 1-2, 1960*

### Diaper Service Institute of America

*Roosevelt Hotel, New Orleans,  
Louisiana, April 24-27, 1960.  
With exhibit*

### 1960

**Minnesota Institute of  
Laundering and Cleaning**  
*St. Paul Hotel, St. Paul, Min-  
nesota, January 16-17, 1960*

**Texas Laundry and  
Dry Cleaning Association**  
*Austin, Texas, January 21-23,  
1960*

**Louisiana Laundry and  
Cleaners Association**  
*Bentley Hotel, Alexandria,  
Louisiana, January 29-31,  
1960*

**National Institute of  
Rug Cleaning**  
*Conrad Hilton Hotel, Chicago,  
Illinois, January 30-February  
2, 1960. With exhibit*



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Mail your box number replies to **STARCHROOM LAUNDRY JOURNAL**, 305 East 45th St., New York 17, N. Y.

## MACHINERY FOR SALE

**20" HUEBSCH HANDKERCHIEF IRONERS** with fluffers, like new. **Talley Laundry Machinery Co., Greensboro, N. C.** 1267-4

**UNIPRESS TWO-GIRL SHIRT UNIT**, rebuilt. **Talley Laundry Machinery Co., Greensboro, N. C.** 1277-4

**30 x 30 AMERICAN STAINLESS-STEEL WASHERS**, excellent condition. **Talley Laundry Machinery Co., Greensboro, N. C.** 1278-4

**AMERICAN and TROY 5-ROLL 100" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6766-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT.** 30 x 30", 36 x 54", 42 x 72" and 44 x 84". Ready for immediate delivery. **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6661-4

**5-ROLL 120" AMERICAN and TROY IRONERS, REBUILT IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6799-4

**CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL-WELDED STAINLESS-STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH CUMMINGS-LANDAU STAINLESS-STEEL CYLINDERS WITH OUR PINCH- AND FOOL-PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9706-4

**TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6618-4

**AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS. COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE.** **CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y.** 9318-4

**48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4-, or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 9368-4

**40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 598-4

**MONEL METAL WASHERS. AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 693-4

**60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 600-4

**48" VIERSEN HIGH-SPEED and 48" TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS. Ready for immediate delivery.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 4855-4

**24 x 120" RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck St., Brooklyn 6, N. Y.** 9725-4

**AMERICAN and TROY 24" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6868-4

**HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 9943-4

**MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 6-NATIONAL HAND AND POWER MARKING MACHINES.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 984-4

**AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 647-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPENTOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6983-4

**Five 42 x 24" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y.** 6910-4

**2-ROLL 100", 110" and 120" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 733-4

**PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YORE AND TWO LAY SLEEVE PRESS.** **CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 9942-4

**PROSPERITY LATEST TYPE SPORT SHIRT UNIT, complete with TUMBLER AND DRYSET VACUUM UNIT. Used less than one year. Equal to new in every respect.** **Cumming-Landau Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y.** 1537-4

**American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price.** **Cumming-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y.** 1538-4

**ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms.** **Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J.** 2240-4

**AMERICAN IRONER, 2-roll 100", rebuilt in A-1 condition.** **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.** 1804-4

**Five TROY 48" open-top extractors at a bargain price.** **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.** 1806-4

**PROSPERITY and AJAX air-driven utility presses.** **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.** 1808-4

**42 x 84 and 42 x 96 AMERICAN and HOFFMAN rebuilt washers—in excellent shape.** **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.** 1811-4

**AMERICAN MASTER CASCADE, DOUBLE-END-DRIVEN, CONVERTED TO SILENT CHAIN DRIVE AND "V" BELT DRIVE AT MOTOR, 44 x 96", 44 x 108", 44 x 120" MONEL METAL WASHERS with 3 and 4 pockets.** **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.** 1726-4

**AMERICAN STREAMLINED 6-ROLL IRONER, WITH HAMILTON SPRING PADDED ROLLS AND VACUUM DEVICE, IN NEW MACHINE CONDITION.** **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.** 1729-4

**PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt.** **TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C.** 1803-4

**AMERICAN, TROY AND SMITH-DRUM MONEL METAL WASHERS. MOTOR-DRIVEN, 42 x 96" 2-POCKET and 3-POCKET; 42 x 72" 3-POCKET.** **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.** 1730-4

**PURKETT 72" HEATED CONDITIONING TUMBLER, COMPLETE WITH CONVEYOR. IN EXCELLENT OPERATING CONDITION.** **CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y.** 1731-4

**STARCH COOKERS, 15, 25, 50 GALLON, COPPER AND MONEL. PRACTICALLY NEW.** **CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y.** 2113-4

## MACHINERY FOR SALE (Cont'd)

**6—AMERICAN SUPER-ZARMO DUCK COAT PRESSES, 4 AMERICAN FOLDMASTERS, EITHER FOR 7" or 8" FOLD. CUMMINGS-LANDAU, 313 Ten Eyck St., Brooklyn 6, N. Y. 1733-4**

**UNIPRESS CABINET SHIRT UNIT, CONSISTING OF: CABINET BOSOM, CABINET SLEEVER, SPECIAL YOKE PRESS AND AUTOMATIC FOLDING TABLE. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 305 TEN EYCK ST., Brooklyn 6, N. Y. 1739-4**

**34 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. Talley Laundry Machinery Co., Greensboro, N. C. 1279-4**

**HOFFMAN X MODEL PRESSES, factory rebuilt. Talley Laundry Machinery Co., Greensboro, N. C. 1280-4**

**40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY COMPANY, Greensboro, N. C. 1802-4**

**ONE—AMERICAN FULLY AUTOMATIC WASHWHEEL FORMULA CONTROL MODEL 050M. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 1900-4**

**CALL! WRITE! WIRE! "DON'T DILLY-DALLY, CALL TALLEY." We have a complete stock of late model rebuilt laundry and drycleaning machinery. Low terms to suit you! TALLEY LAUNDRY MACHINERY CO., GREENSBORO, N. C. 2052-4**

**PROSPERITY CABINET SLEEVERS—late models. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2053-4**

**PROSPERITY 200# AUTOMATIC OPEN-END WASHERS—Just arrived. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2054-4**

**PROSPERITY 8-ROLL x 132" IRONER—excellent shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2057-4**

**PROSPERITY TWO-GIRL SHIRT UNITS, rebuilt and guaranteed. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2058-4**

**20" HUEBSCH HANDKERCHIEF IRONERS with fluffers, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2059-4**

**Six-roll 120" AMERICAN and TROY rebuilt ironers. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2063-4**

**PROSPERITY 51" wearing apparel presses. Power Circle, rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2065-4**

**36 x 30 HUEBSCH GAS-FIRED TUMBLERS, like new. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2066-4**

**HOFFMAN X MODEL PRESSES, factory rebuilt. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2067-4**

**40" and 48" AMERICAN all stainless-steel open-top extractors—perfect shape. TALLEY LAUNDRY MACHINERY, GREENSBORO, N. C. 2068-4**

**1—AMERICAN CLASS 121, 5-lane Strackrite stacker. Mechanically equal to new. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St. Brooklyn 6, N. Y. 2097-4**

**26", 28", 30", EXTRA DEEP AMERICAN, FLETCHER, PELLERIN, TROY EXTRACTORS. Motor-driven. Some with NEW electrical equipment. Copper or stainless-steel baskets. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2108-4**

**16 x 100" AMERICAN 41210 RETURN-FEED FLATWORK IRONERS. MOTOR-DRIVEN. PROSPERITY POWER CIRCLE AND AMERICAN SUPER ZARMO 51" TAPERED PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2109-4**

**48" AMERICAN, TOLHURST, TROY DIRECT MOTOR-DRIVEN EXTRACTORS. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2110-4**

**54 x 120" C/L REBUILT MONEL METAL WASHER, NEW DOUBLE END ROLLER CHAIN DRIVE, NEW C/L EVERTITE DOORS, DIRECT MOTOR-DRIVEN THRU "V" BELT. EQUAL TO NEW IN EVERY RESPECT. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2111-4**

**CABINET SLEEVERS, PROSPERITY AND AMERICAN WITH MEASURING DEVICE. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2112-4**

**All metal bundle trucks, with rubber castings in A-1 condition. Size: 63" long, 5'6" high, 16" deep. \$35.00 each. ADDRESS: Box 2084, STARCHROOM LAUNDRY JOURNAL. -4**

**AMERICAN FORMATIC DUCK COAT UNIT COMPLETE. IN EXCELLENT CONDITION. Used about year and half. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 1909-4**

**5 NATIONAL FANTOM FAST MARKING MACHINES AND 5 LISTING MACHINES. CUMMINGS-LANDAU, 305 Ten Eyck Street, Brooklyn 6, N. Y. 2116-4**

**One—rebuilt 36 x 64 inch American Laundry Norwood Cascade washer, 150 pounds dry capacity, 3-phase 60 cycle motors, brass plumbing and valves, can be seen any time, F.O.B. Alderson, W. Va., \$1,025. Nash Special Machine Co., Alderson, W. Va. 2135-4**

**Two—42 x 84" ELLIS two-pocket UNLOADING WASHERS; One—42 x 54" AMERICAN two-pocket UNLOADING WASHER. Two—50" ELLIS Nofrux extractor. One—PURKETT 72" hot shake-out tumbler with conveyor. One—AMERICAN small-piece folder. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., INC., 3128 West Lake Street, Chicago 12, Illinois. NEvada 8-7764. 2136-4**

**One—SUPER 2-roll 120" chest-type steam-heated return ironer—factory rebuilt. One—Used 8-roll 120" chest-type ironer. SUPER LAUNDRY MACHINERY COMPANY, 1113 West Cornelia Avenue, Chicago 13, Illinois. 2137-4**

**Troy 2-roll return ironer 100", excellent condition, late model, steam-heated. Model Laundry, 117 S. Irving Street, San Angelo, Texas. 2139-4**

**WASHERS located in local hospital, in good running condition; 42" x 84" Troy \$1,700; 42" x 72" Troy \$1,600; 42" x 54" American \$1,500; all MONEL. Must remove immediately! ADDRESS: Box 2037, STARCHROOM LAUNDRY JOURNAL. -4**

**One National conveyor complete with belt 72 feet long \$1,500. White Memorial Hospital, 1720 Brooklyn Avenue, Los Angeles 33, California. 2138-4**

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Air-driven New Yorker mushroom drycleaning presses. Like new. Cheap! Talley Laundry Machinery Co., Greensboro, N. C. 2177-4

**PANTEX, HOFFMAN MODEL X AND PROSPERITY MODEL E2D AIR-OPERATED DRYCLEANING PRESSES.** THOROUGHLY REBUILT. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 2178

Liquidating modern plant in hotel, 8-roll streamline flatwork ironer, 6-roll streamline flatwork ironer, 42 x 84" automatic dump washers; flatwork ironer accessories, i.e. folders, spreaders, stackers, Notrux extractors. **MUST ACT IMMEDIATELY.** **ADDRESS:** Box 2179, STARCHROOM LAUNDRY JOURNAL. -4

**IMMEDIATE ACTION NECESSARY—WASHERS,** in good running condition, 42 x 84" Troy \$1,700, 42 x 72" Troy \$1,600, 42 x 54" American \$1,500, all **MONEL**, 48" American **MONEL EXTRACTOR** \$1,250. **ADDRESS:** Box 2180, STARCHROOM LAUNDRY JOURNAL. -4

**WILLIAMS LAUNDRY MACHINERY CO.**—All sizes and types of laundry and drycleaning equipment, **WASHERS, EXTRACTORS, TUMBLERS, FLATWORK IRONERS,** etc. Items available too numerous to mention. Can satisfy all machinery needs at **BARGAIN PRICES.** We are in a position to furnish parts for all makes and models of equipment available. For further information **CALL** Stillwell 6-6666 or write **WILLIAMS LAUNDRY MACHINERY CO., INC.,** 37-37 9th Street, Long Island City 1, N. Y. 2183-4

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**WANTED—SAGER A SPREADERS.** Montecito Manufacturing Co., 702 E. Montecito St., P. O. Box 150, Santa Barbara, Calif. 2098-3

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**SUEDE and LEATHER—**Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE,** 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 1930-13

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**SALESMEN WANTED** by chemical manufacturer located in New York City. Previous sales contact with hospitals, institutions, colleges, municipal agencies and hotels essential. We are expanding our consumer lines to include bulk sales. Our products consist of tested and proven laundry chemicals, competitively priced for the above fields. Marketing will begin in states located along Eastern Seaboard backed by trade paper advertising, direct mail and product publicity. Salary and/or commission open. Your reply will be held in confidence. Write in detail to: Kaleen Chemical Corporation, 241 Church Street, New York 13, New York. Phone CAnal 6-0715. Interviews will be by appointment only. 2186-14

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Surveys of complete plants, single departments, or individual problems. Any type laundry—commercial, linen supply, family, industrial, institutional. All phases including methods, incentives, layouts, production controls, mechanical, chemical, textile. **HARRY COHEN, LAUNDRY MANAGEMENT CONSULTANT**, 745 Fifth Avenue, New York 22, N. Y. Tel.: ELdorado 5-1553. 1612-25

## SITUATIONS WANTED

Laundry—industrial, domestic, and drycleaning manager. Completely experienced and capable of handling all phases of laundry operations, including sales and office, 20 years experience. **ADDRESS: Box 2122, STARCHROOM LAUNDRY JOURNAL.** -5

**SALES MANAGER:** Desires position with a medium-size plant as a retail route sales manager or supervisor of drive-in cash-and-carry stores. I have 20 years of laundry and drycleaning experience. Capable of supervising and training sales personnel. I also have a college education in sales and business management. **ADDRESS: Box 2133, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry or linen supply superintendent with 25 years experience in every phase of operation, quality and cost control-conscious. Excellent employee relations. Desires position, will relocate. Character and achievement reference furnished. **ADDRESS: Box 2141, STARCHROOM LAUNDRY JOURNAL.** -5

Position wanted: Laundry and drycleaning superintendent. 44 years old, married. Mechanical ability, also, I will consider any location. I will make change as soon as job is available. 23 years experience in this line of work. **ADDRESS: Box 2158, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry and drycleaning manager. 20 years experience, married, sober. Can handle large volume. Will locate anywhere. **ADDRESS: Box 2159, STARCHROOM LAUNDRY JOURNAL.** -5

Laundry executive desires to make change for advancement to a top position in a multi-plant operation in linen supply, institutional or industrial laundries. 20 years experience in all phases of laundry management—eight years in management of multi-plant operation. One year training at A.I.L. industrial engineer. Chicago office preferred. **ADDRESS: Box 2160, STARCHROOM LAUNDRY JOURNAL.** -5

**LAUNDRY SUPERINTENDENT AVAILABLE EARLY DECEMBER. THOROUGHLY FAMILIAR WITH MODERN METHODS, OPERATOR TRAINING, WAGE INCENTIVES.** **ADDRESS: Box 2171, STARCHROOM LAUNDRY JOURNAL.** -5

**WANTED**—a position in which volume can be increased, quality improved, and costs reduced. Excellent employee relations with proven sales and management techniques. Responsible parties only. **ADDRESS: Box 2172, STARCHROOM LAUNDRY JOURNAL.** -5

## HELP WANTED

**MANAGER FOR INDUSTRIAL LAUNDRY.** Are you aggressive—do you want to increase your income? We want men with managerial experience in the industrial laundry and linen supply industry. Communicate with National Industrial Laundries, 1100 Sherman Avenue, Elizabeth, N. J. 1672-7

Production superintendent. A mature, experienced man who has specialized in either retail laundry or drycleaning quality production or both. Apply only if you can demonstrate that your experience has for a substantial period of time been successful and entailed the full responsibility directing the activities of at least 50 people. Candidates also capable of enforcing good housekeeping and managing machinery and building maintenance will be favored. Give all details, including salary desired. Long-established, quality Connecticut plant. **ADDRESS: Box 2130, STARCHROOM LAUNDRY JOURNAL.** -7

Modern well-established laundry and drycleaning plant needs production manager, plant located in middle eastern United States, sales last year over \$475,000. Reply in own handwriting. **ADDRESS: Box 2134, STARCHROOM LAUNDRY JOURNAL.** -7

**SUPPLY SALESMEN:** Nearly every business needs our employee house organ. You receive repeat commissions automatically every month from every sale. Luther Kohr Enterprises, Morrisville, Pa. 2145-7

**EXPERIENCED LINEN AND TOWEL SUPPLY SALES MANAGER** for greater New York area. Send complete resume to Box 2146, **STARCHROOM LAUNDRY JOURNAL.** 2146-7

## HELP WANTED (Cont'd)

Linen coordinator—large Eastern hospital seeks executive who is thoroughly familiar with all phases of linen operations, including laundering, linen procurement, large-scale distribution, inventory control. Should be able to supervise department and maintain cost control. Resume, including salary desired. **ADDRESS: Box 2161, STARCHROOM LAUNDRY JOURNAL.** -7

**HELP WANTED — A PRODUCTION MANAGER OF THE SANITARY LAUNDRY CO., LTD., BARBADOS, B.W.I. SALARY \$500 B.W.I. PER MONTH ON ONE YEAR'S CONTRACT, BUT RENEWABLE AT THE COMPLETION OF THE FIRST YEAR. PASSAGES GUARANTEED. APPLICANTS ARE REQUIRED TO SEND A RECENT PHOTOGRAPH.** 2162-7

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## BUSINESS OPPORTUNITIES

**MANUFACTURERS REPRESENTATIVES** wanted for the power plant and washroom products. Wonderful opportunity with rapidly growing leader in field. **ADDRESS: Box 2149, STARCHROOM LAUNDRY JOURNAL.** 11

## LAUNDRIES AND CLEANING PLANTS FOR SALE

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease on building or will sell. For further information, **ADDRESS: Box 2027, STARCHROOM LAUNDRY JOURNAL.** -2

**FOR SALE**—In southern Wisconsin, Westinghouse-equipped Laundromat with 100-inch flatwork ironer. In small, but rapidly growing resort town. Write Walworth Laundromat, Box 476, Walworth, Wisconsin. 2151-2

**WELL-ESTABLISHED LAUNDRY AND DRYCLEANING PLANT** located Bedford, Indiana, population 20,000. Average gross past 5 years \$75,000. Building and equipment first-class condition. New boiler. Modern 2-room apartment. No indebtedness on property. Will sacrifice, substantial down payment, balance terms. Contact Stanley Campbell, 730 Fifth Avenue, New York, N. Y., Tel. CI 5-7879, or T. L. Montgomery, Bedford, Indiana, Tel. BR 5-4481. 2152-2

**FOR SALE. PROFITABLE LAUNDRY AND CLEANING PLANT DOING \$11,000 WEEKLY BUSINESS.** Fully managed 25,000 square feet one-floor assembly-line operation in new building especially built. Considered one of the best laid out plants in VIRGINIA. Must be seen to be appreciated. Can be bought with or without property. Cash required \$125,000. Depreciation will pay off balance. Owners retiring. **ADDRESS: Box 2153, STARCHROOM LAUNDRY JOURNAL.** -2

Modern drycleaning, laundry and linen supply plant. One hour from Chicago. Last year gross sales \$235,000, still growing. Reasonable terms to responsible, experienced people. **ADDRESS: Box 2154, STARCHROOM LAUNDRY JOURNAL.** -2

**\$25,000 DOWN** for complete combination plant in central Illinois, including real estate. Total price \$60,000. Will sacrifice this \$150,000-a-year business because of other interests. \$30,000 for business and equipment and same for building, 50 x 168 feet, ideally located uptown main street. \$2,400 weekly laundry volume, plus cleaning and new rental service with unexcelled potentials. **ADDRESS: Box 2164, STARCHROOM LAUNDRY JOURNAL.** -2

For sale or lease brick building, 12,000 square feet in a well-populated and highly industrial town upstate New York. Already equipped with water main, washroom, sewers and 400 AMP power lines. Big future for laundry and drycleaning business. No other laundry in town. **ADDRESS: Box 2165, STARCHROOM LAUNDRY JOURNAL.** -2

**FOR SALE:** Modern well-established laundry in large Midwest city—\$750,000 annual gross. This plant is in a rapidly growing area. Will supply any information to qualified purchaser. Owner has other interests. **ADDRESS: Box 2185, STARCHROOM LAUNDRY JOURNAL.** -2



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**Mr. Manufacturer:**

**SEE  
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for a big reason why  
**LAUNDRY JOURNAL**  
 advertisers get results.

Up on these pages—is the keynote of the **JOURNAL** and its nine companion magazines. It's the element that insures reader-interest and *reader-buying* for manufacturers whose equipment or supplies are advertised in the **LAUNDRY JOURNAL**.

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# In the Wash...

## Linen Rental to Hospitals

To the Editor:

Being a subscriber to STARCHROOM LAUNDRY JOURNAL and reading many of your fine articles, we are convinced that you could supply us with some information and help us to make the right decision. We are linen suppliers and launderers with our own plant.

At the present time we are negotiating with one of the larger hospitals in Toronto, for which we previously did the laundering, as to linen rentals.

We would like to have some information concerning such an undertaking which for Canadian linen suppliers is actually not desired, but we understand that in the States a great percentage of hospitals use such a service. We would like to know, if possible, in what way the linen service is arranged, what are the profits, losses and chemical and sterilization damages. We also would like to know the breakdown in quoting the prices per item or per pound: for example, sheets, pillowcases, hand towels, bath towels, operating room sheets and garments, etc. We are most concerned about the losses in such a large institution. . . .

ALEX SPIROFF

York Linen Supply & Metro Laundry  
Toronto, Ont., Can.

*While we do not have all this information we were able to suggest other sources of reference.—EDITOR*

## Refutes Gophers' Stand

To the Editor:

Enclosed are two copies of a letter replying to the letter to the editor in "In the Wash," August Issue. Would you please forward one on to H. J. Speier, President, Minnesota Institute of Laundering & Cleaning. I do not have their address.

I thought you may like to hear another view, so the second copy is for "STARCHROOM."

Dear Sirs,

There have been many conjectures concerning the effect of wash-and-wear under different conditions, and many of them arguable. But I feel in a position to answer your attack (?) on the AIL in August's STARCHROOM LAUNDRY JOURNAL, as we in Australia are in a position similar to that which you claim you would have been in if

the AIL had not followed the policy it did.

I am vice-president of our state association, and running a laundry in a city of over two million, I hope I am in possession of the local facts. However, the following are my own private views and not necessarily those of the association.

Wash-and-wear made its appearance here shortly after it did in the U. S. but partly because most of our shirtings are currently being imported from Japan, the majority of the resin used is chlorine-retentive. The conclusion from this, according to your arguments, would be that wash-n-wear should be unpopular, because the conditions and people are very similar. In actual fact, most manufacturers make *only* wash-n-wear. The public will buy most things new and different, and wash-n-wear gives a different advertising angle to manufacturers.

Sure, there are kicks from the public, about unserviceability, and so the retailer can sell continually "new" shirt fabrics, each better than the last, gradually improving and giving continuously new advertising matter, but in the meantime, local laundries must protect themselves against the percentage of unserviceable chlorine-retentive items. We do not have the "Seal" to be used as a tool to ease our work. Do not forget, the Seal of Launderability was given to encourage the production of garments which could be safely handled in a professional laundry.

Comparing this action to railroads, truckers and airlines helping one another is not quite reasonable. Rather it could be compared to a railroad helping design a product which could be shipped in the smallest possible space, to enable it to be economically sent further to compete in more distant markets. From this, truckers would also benefit.

After all, the AIL did not design a better home washer or drier, only en-

couraged a shirt which the laundry could handle.

In one paragraph you mention that textile manufacturers supply considerable revenue to the Seal of Approval program, and in a later one suggest using the money the AIL spends advertising for "Seal" business to condemn wash-n-wear as unsatisfactory.

Certainly, if the products given the "Seal" will not satisfactorily professionally launder, then set the standards higher. Note that I say "if," but do not try to tear down what you already have. If the "Seal" was sufficiently powerful to "help downgrade the idea of what constitutes good appearance in the mind of the ultimate consumer," then you have a powerful weapon when used for the good of the trade.

I will willingly trade you our chlorine-retentive shirts for yours, which the "Seal" has helped to make easily launderable.

Perhaps we all have a problem, but it is one brought on by human nature wanting something new, and looking for a scapegoat for our trouble does no one any good.

I hope I have not rubbed too many people the wrong way, but I felt I must speak up. I also belong to the AIL and I'm glad of it.

RON SCHLIEMANN

The Parisian Laundry Pty., Ltd.  
Woollahra, Australia

## Effect of Fluoridation

To the Editor:

A proposal for fluoridation of the public water supply of Pittsfield, Mass., will be on the ballot this fall. We have been warned that this will be harmful to our equipment.

Will you please advise whether you have any opinion or know of the experience of laundries in other cities. If there is any danger can you advise us how to register this best with the city authorities?

NELSON F. HINE

Sanitary Laundry  
Pittsfield, Mass.

*Fluoridation of water supply is now common practice in some 3,500 communities throughout the country. To date we have heard only one laundryman (in Amesbury, Massachusetts) complain of its harmful effects on processing equipment.—EDITOR*

### Let's Hear from You . . .

We welcome your inquiries, your views about every phase of the laundry industry, your problems and your solutions to problems. Address letters to:

The Editor

Starchroom Laundry Journal  
305 East 45th Street  
New York 17, N. Y.

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STEEL CASING  
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Write for Details.

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2444 NORTH CRAWFORD AVENUE

**HEAVY DUTY CHICAGO ONE GRADE**

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., 1786 N. Spring St., Los Angeles 31, Calif.

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